THE

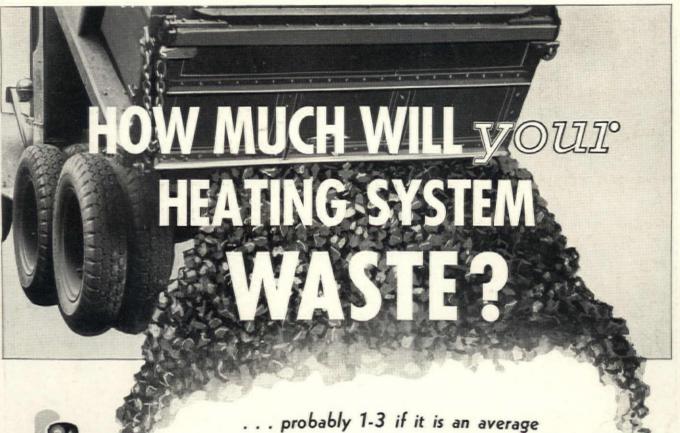
ARCHITECTURAL

FORUM

INCLUDING "BUILDING MQNEY"

SEPTEMBER, 1934





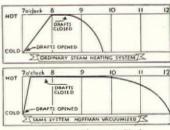
... probably 1-3 if it is an average old-fashioned steam heating plant

How to reduce fuel cost — the biggest single item of maintenance expense—
is now a question easily settled. Property owners who have modernized their
one-pipe heating systems with Hoffman Vacuum Valves are amazed and delighted with
fuel savings as great as one-third.

Modernizing the Hoffman way does not call for lavish expenditures. Without ripping out a single pipe or altering the boiler, your present heating plant can be quickly converted into a modern vacuum system.

Simply have your heating contractor replace old radiator air valves with Hoffman Vacuum Valves, install Hoffman Vacuum Vents on basement mains and tighten all connections. You then have a Hoffman Vacuum System . . . from which heat-resisting air has been expelled and locked out!

In a vacuum, water boils at a lower temperature, producing ample steam from less fuel. Radiators heat within a few minutes after drafts are opened . . . and hold heat for hours after the fire is banked at night.



Note longer "hot period" of Hoffmanized System But remember — only Hoffman Vacuum Valves have the patented DOUBLE AIR LOCKS which assure maximum vacuum conditions, and hence, greatest economy. For *genuine* vacuumizing results, insist on *genuine* Hoffman Valves. Send the coupon for full information.

(3) Tighten stuffing boxes of radiator valves to prevent air from leaking in.

(4) Install Hoffman Va

HOFFMAN VACUUM VALVES

Also Makers of Hoffman Controlled Heat and Hoffman-Economy Pumps

THE ARCHITECTURAL

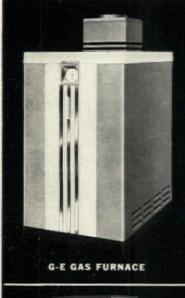
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Spiral Binding U. S. Pat. Nos. 1516952 and 1942020, Other Patents Pending.

Number 3

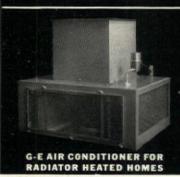
General Electric Offers You

great flexibility in planning the automatic heating and air conditioning of a new house













YOU can depend upon the advice of G-E Air Conditioning dealers. They have no axe to grind on automatic heating and air conditioning, because they sell a complete line. They recommend whatever equipment is best suited to the job—without bias.

The G-E Oil Furnace may be installed at no greater cost than the expense of a first-grade new boiler and attachment burner, together with the comparable controls.

The G-E Furnace for Gas, also a complete unit, provides the same comfort and economy when gas fuel is indicated. In existing houses where no ducts are available, winter air conditioning may be supplied on a whole floor by the addition of the G-E Winter Air Conditioner that is suspended from the basement ceiling.

In new homes, winter or year-round air conditioning is supplied through ducts by means of the G-E Air Conditioning System, of which the G-E Oil Furnace or Gas Furnace is a part. And this system, for winter use, costs no more installed in a new house than

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Architects who have already used this G-E equipment know that really helpful dealer consultation and service facilities are available throughout the country.

Please feel free to call upon the dealer nearest you for catalogs, specification sheets, or personal consultation. Or address us directly. Air Conditioning Department, General Electric Company, 570 Lexington Avenue, New York, N. Y.

GENERAL ELECTRIC AIR CONDITIONING

RECOVER RIGHT



A ROLL call of Barrett-roofed buildings would include an imposing array of the country's finest structures, representing many of America's leading industries. If all the Barrett-roofed buildings could be grouped together, they would constitute a city of such proportions as to demonstrate, vividly, why Barrett is the best-known roof in America.

Such is the Barrett reputation that most important new skyscrapers and civic buildings, factories and schools consistently depend on Barrett for roof protection.

When you buy a Barrett Specification Roof, you are assured that finest quality materials will be applied according to time-tested specifications by an expert Barrett Approved Roofer. You get bonded freedom against roof repair and maintenance expense for definite periods (up to 20 years), but records show that you will probably receive from 10 to 30 years of service over and beyond the bonded period.

Recover right . . . the Barrett way. Consult with us or with your local Barrett Approved Roofer on any roofing or waterproofing problem.

THE BARRETT COMPANY

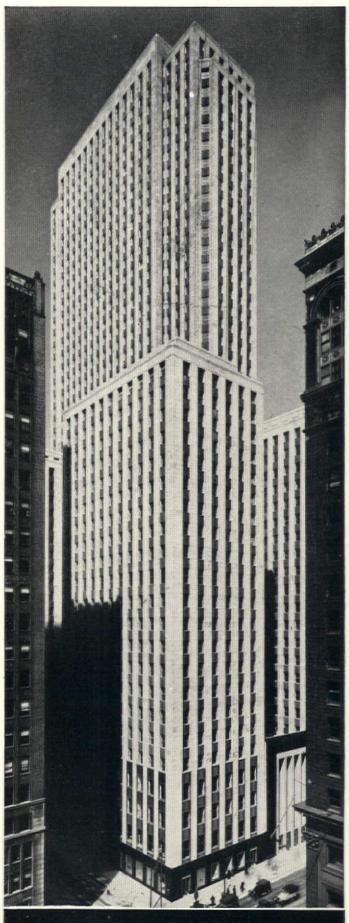
40 Rector Street New York, N. Y.
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Barrett Reference Manual in Sweet's

The Barrett Company's Architect's and Engineer's Reference Manual is published in Sweet's Architectural Catalogue for your convenience. It contains seventy pages of useful information and specifications for built-up roofing for flat and steep roof decks,

roof flashing, roof draining, waterproofing and dampproofing.

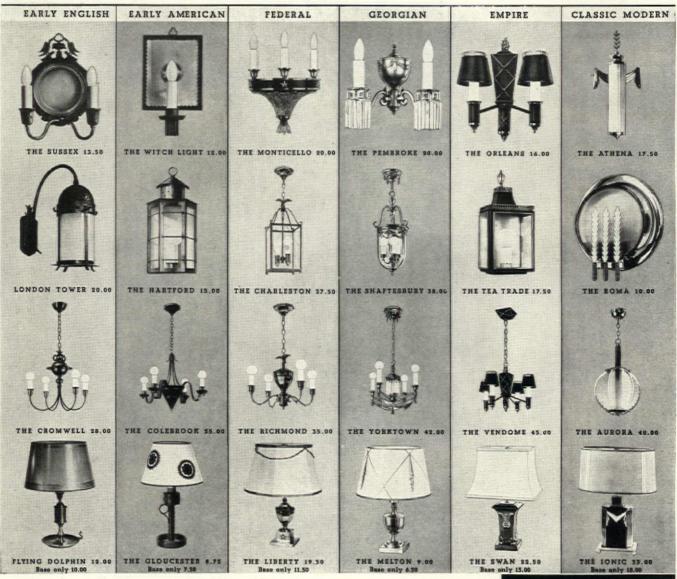




FIELD BUILDING, CHICAGO, ILL.

Barrett-roofed by Luse-Stevenson Co., Chicago. Owners: Estate of Marshall Field, Chicago. Arch.: Graham, Anderson, Probst and White, Chicago. Gen'l Cont.: George A. Fuller Company, New York.

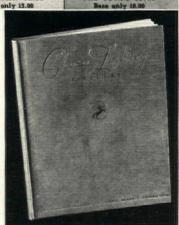
For Remodeling - Chase Lighting Fixtures meet all requirements...in Beauty...in Price...in Pure Period Designs



Creating a new interest in home lighting through the beauty of their period designs and their reasonable prices, Chase fixtures have won the whole-hearted approval of home-owners. This interest is reflected by the thousands of letters which pour in, asking for full information on Chase Fixtures and Lamps.

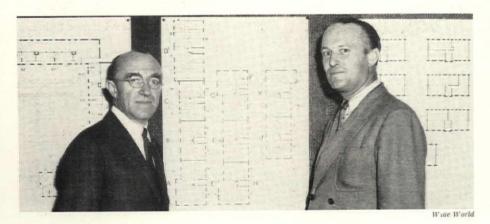
With every Chase national advertisement talking "refixturing" each passing month sees these new fixtures better known and in greater demand by all types of home-owners. Because of this national advertising, your recommendation of Chase Lighting — for either remodeling or new building—will be welcome.

CHASE LIGHTING



If you have not written for the new Chase Fixture Catalog, a complimentary copy has been reserved for your office. Write Chase Brass & Copper Co., Incorporated, Lighting Fixture and Lamp Division, Chase Tower, 10 E.40th St., New York.

FORUM OF EVENTS



Left to right: HOUSING AUTHORITY'S Technical adviser Frederick L. Ackerman and Chairman Langdon W. Post

SELECTED HOUSERS

Two hundred seventy-eight architects wrestled mightily with the unusual program of New York Housing Authority's competition to select planners to form a "pool of competence" from which should issue final plans for rebuilding New York's blighted areas. (See The Architectural Forum, May, 1934, page 27.)

Late month before last 22 were announced as having been "qualified." Many names new to housing appeared on the list with others better known. Among the new names two (Edwin J. Robin and Samuel Braverman) had been hitherto listed at small salaries as emergency relief workers on PWA's land survey work. Now they are duly selected "qualified" housers with as good a chance as anyone to participate in designing the proposed \$25,000,000 job.

No order of merit was indicated by the jury. The list follows: Holmgren & Volz and Samuel Gardstein, Brooklyn, Horace Ginsbern, Manhattan, Paul Trapani, Bronx, Edmund T. See and W. T. McCarthy, Frank J. Forster and Robert H. Jones, Burnett C. Turner, Ethan A. Dennison, Charles F. Fuller, G. Harmon Gurney, Harry Leslie Walker, D. Lakart Roth and Associates, William J. Hohauser, Will Rice Amon, Clarence S. Stein, Edwin J. Robin and Samuel Braverman, DeYoung & Moscowitz, Peabody, Wilson & Brown, John W. Ingle, William F. Dominick, Morris & O'Connor, Alfred E. Poor, Electus D. Litchfield, Manhattan.

Now that these men have been selected the next step, according to Commissioner and Chairman Langdon W. Post, is to put together the best features of the qualified designs and submit plans for slum clearance in Williamsburg district of Brooklyn.

Just how this interesting feat is to be accomplished and by whom has not yet been disclosed.

RUS IN URBE

At 4 p.m. July 30, New York's barrel chested Mayor Fiorello H. La Guardia, attended by two Girl Scouts, seized a spade with characteristic energy and expertly threw the first dirt in one of the most unusual building operations of the day.

Park Avenue and 39th Street's northeast corner has had many vicissitudes since the great debacle of the building industry. The half finished American University Club that adorned it for a number of years depressed thousands of passers-by. Now it has come to its own at last as the site for "America's Little House," built under the auspices of the New York Better Homes Committee to be maintained by the Columbia Broadcasting System as a model home for a family of moderate means.

To an assemblage of housing notables Mayor La Guardia, introduced by local chairman Mrs. William Brown Meloney, expressed his approval of the efforts of architects Roger H. Bullard and Clifford C. Wendehack and the belief that the builders and material men would do their parts in the same way.

Only sour note in the chorus of approval of all hands was also voiced by the Mayor. Mindful perhaps of some of his own recent difficulties with banking institutions he had misgivings, and said so, as to whether the "men who own and control money" would do as well as the architects and builders.

Congratulations for this experiment came from Federal Housing Administrator James A. Moffett, New York's Governor Lehman, Col. Theodore Roosevelt, Leland Stanford's Dr. Ray Lyman Wilbur, also President of National Better Homes in America, and others who hope to see this demonstration have a wide effect on standards of design, construction, and equipment.





The Mayor threw dirl, Columbia Broadcasting's President Paley beamed and architects Bullard and Wendehack basked in the flood of publicity which shone as "America's Little House" was formally started on Park Avenue, New York, recently

THE FORUM OF EVENTS



Dadmun

NEW PLANT

Northeastern University in Boston is one of those important educational institutions that deserve to be better known. Over 5,000 students in Boston and about 1,000 more in Worcester, Springfield and Providence annually enroll in the unique courses which shift the student every five weeks from classroom work to shop or office work and back again.

Needing a new plant capable of serving both day and evening classes the University invited five of Boston's oldest and best architectural firms to submit schemes: Coolidge, Shepley, Bulfinch & Abbott; Ripley & LeBoutillier; Perry, Shaw & Hepburn; J. W. Ames and E. S. Dodge; and Coolidge & Carlson. Robert P. Bellows of Boston was appointed professional adviser.

The jury, composed of J. Lovell Little, James Ford Clapp and Ralph W. Gray, selected the design, reproduced herewith, of Coolidge, Shepley, Bulfinch & Abbott. The outstanding point in the successful scheme was the solution of the circulation problem.

FIRST HEAT

Maintaining its record of "firsts," American Radiator through its finance subsidiary, Heating & Plumbing Finance Corp., made the first heating system remodeling loan. Now it is the first manufacturer to distribute an informative broad gauged "Budget Book" for the remodeling public.

A room by room tour through a typical house with remodeling suggestions for each, photographic examples, and a clear explanation of how to borrow money are included. Architects, contractors, and Better Housing committeemen can have copies free on request to any American Radiator dealer.

OUT OF PARENTHESES

Charles Morgan, A.I.A., of Chicago who proposed a "skyscraper bridge" across the mouth of the Chicago River will become associate professor of architecture at Kansas State College this fall.

Francis P. Sullivan, A.I.A., of Washington, D. C., has been appointed Chairman of the A.I.A. Committee on the National Capital to succeed Horace W. Peaslee also of Washington.

H. Mortimer Favrot and Alan C. Reed, former members of the firm of Favrot & Livaudais, Ltd., now dissolved, will continue in the practice of architecture as Favrot & Reed with offices in suite 402 Nola Building, New Orleans, Louisiana.

CENOTAPHS OF THE A.I.A.

From Washington comes a plan showing location of units in the latest Federal building program for the "Northwest Rectangle" between Constitution Avenue, the Potomac River, "E" Street and 18th Street.

Left are the proposed Navy Museum and Navy Department Buildings. The National Institute of Health and Naval Hospital Buildings are now in use. Across 23rd Street are the new War Department Building and a series of as yet undesignated buildings. East of these is the new Interior Building. The southern side facing Constitution Avenue will have a new Administration building for the Pan-American Union.

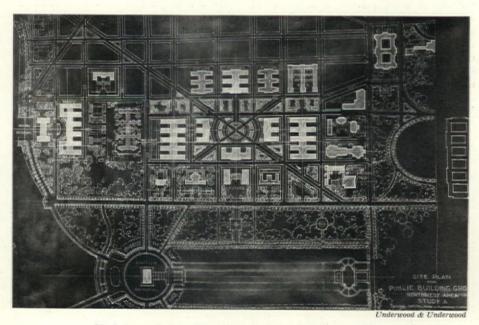
Architects saw their hopes of designing some of these proposed units dashed by slowspoken Rear-Admiral Christian J. Peoples, U. S. N. ret., head of the Procurement Division who ruled that, "in the interests of speed," all work will be done by the Supervising Architect's office which, following the ruling, has expanded from 60 to 900 men.

Some consolation was offered in the announcement that on projects costing more than \$60,000 architects would be employed as consultants.

Meanwhile energetic Secretary of the Treasury Henry Morgenthau has reduced the potential \$60,000 plus jobs with an ukase decreeing "no more mausoleums"; \$45,000 bronze grilles are to be replaced by \$5,000 cast iron ones and even these are to be omitted wherever possible. Post offices, in particular, are to be reduced to purely utilitarian status, but it seems probable that others will be treated the same way.

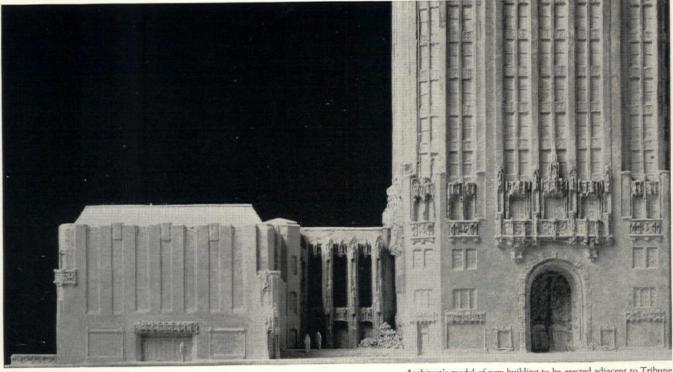
The \$500,000, already saved from New York's new post office, and the many thousands more to be saved from others, will finance future building needs. How many of these will cost more than \$60,000 and be eligible for outside consulting help cannot, at the moment, be guessed.

(Continued on page 28)



No help needed for Washington's latest building program

ANNOUNCING



Architect's model of new building to be erected adjacent to Tribune Tower and to house WGN's new broadcasting studios

BROADCASTING

IN proposes to erectadjacent to Tribune Tower a building which will house its radio broadcasting studios.

The building when completed will contain a large broadcasting studio to which the public will be admitted. This large studio should therefore

The Jury of Award MRS. R. R. McCORMICK EDWARD S. BECK W. E. MACFARLANE CAREY ORR HOLMES ONDERDONK fulfill the requirements for a public auditorium.

WGN desires that this broadcasting studio shall be beautiful and distinctive, and in order to obtain the design for such a studio, this open Competition has been instituted.

The Competition is open to decorators and designers and other artists, and it is hoped that they will take advantage of the entire freedom given in the choice of architectural and decorative treatment to present an ideal as well as practical solution of this problem.

All entries to the Competition must be delivered at Tribune Tower not later than 12 o'clock noon on November 15, 1934.

The Jury of Award shall meet as soon as possible after November 15, 1934, and the announcement of the awards will be published in the Chicago Tribune within 15 days after the Jury of Award has completed its selection of the prizewinning awards.

Prizes

WGN agrees to pay to the winners in the Competition, as selected by the Jury of Award, the following cash awards:

For the design placed Second.
For the design placed Third.
For the design placed Fourth.
For each of the Twenty-one designs receiving Honorable Mention, an award of 250 100

For specifications and complete information regarding entrance to the Competition, address: WGN Broadcasting Auditorium Competition, Room 1229, Tribune Tower, Chicago



The CHICAGO TRIBUNE RADIO STATION

LETTERS

Building & Loan League

Forum

It seems to me that this (Time-Architectural Forum NHA Bulletin) is the unusually energetic type of activity which is going to be needed if the National Housing Act is to bring about the much desired revival of home repairs, modernization and construction. . . .

You will find that building and loan associations will be very enthusiastic about such a repair and modernization and construction program and will cooperate 100 per cent in connection with it. . . .

As a matter of fact, an increasing number of associations are anxiously looking for loans of just this type. Here in Chicago, for example, the associations could easily make \$10,000,000 of such loans within a month and have the resources to make an additional amount of such loans within the coming summer. Their ability to make loans is expanding rapidly and, frankly, a considerable part of it is due to the fact that they are receiving bonds from the Home Owners Loan Corporation for distressed mortgages which places them in a position to greatly extend their lending activities. The efficient and sound functioning of the Federal Home Loan Banks has placed further funds at the disposal of some 2,700 of the associations which is also encouraging.

A very real and important question suggests itself which I would like to submit to you. How can we overcome the fundamental fact that the people with character, responsibility and capacity to repay borrowings are in their own wisdom and judgment declining to borrow or make loan commitments at this time. It will take a lot of factors to improve this basic problem and I am hopeful that the concerted efforts of everyone who is concerned in the thing under the leadership of the National Housing Administration will bring about real consumer demand.

Only time will tell as to the advisability of the insured mortgage sections and the National Mortgage Associations, but I am still convinced as to the fundamental unsoundness of both those propositions, and incidentally, they are by no means new, since we have had in and about metropolitan New York and in Great Britain some real and interesting experiences with insured mortgages and government guarantees. I fear a substantial reaction later on after the public has been fooled with 80 per cent, 5 per cent and 20-year mortgages which in the main, unless I am mistaken, are not in the cards for real estate in this country yet.

That is all a long story and of course study, both practical and academic which has extended over a period of years, in fact quite some years before I had any direct contact or responsibility with the building and loan people, led me to some rather different conclusions than some of the folks who determined the principles and details of the Housing Act. We had a very fine and fair opportunity to express our judgment and experience before the Committees of Congress and we are glad to see the record stand and will determine later to what extent we gave good advice. Incidentally, the building industry should be told that we fought for a plan which would put a half billion dollars in the field through existing institutions within the next twelve months. Still, that's a closed book and we are on to other things. . . .

If we can assist in the joint campaign of *Time* and The Architectural Forum, I hope you won't hesitate to call on us. You may find that we will be able to answer inquiries as to where financing is available and certainly until the Administrator is operating full blast, I suspect that about the only agencies are building and loan associations and I would like to offer our services. . . .

MORTON BODFISH

United States Building & Loan League Chicago, Ill.

To the U. S. Building & Loan League's able mouthpiece, thanks for a clear summary of b. & l. sentiment. Architects with clients looking for financing may want to take advantage of his offer to point out where loans are available. — Ed.



William C. Stohldreier

Forum:

The East Fishkill house published in the August Forum was done by William C. Stohldreier and Howard L. Hallock, as the drawings show. . . .

HOWARD L. HALLOCK

White Plains, N. Y.

Apologies to Architect Stohldreier. The photograph is republished here for more complete identification of architect and work.— ED.

Vast Vistas

Forum:

Your observation on design of Crystal House in July Forum is noteworthy. It reminds me that Travel and Transport Building with its hanging roof is also based on exo-skeletony principle. One can go on even further and design a still larger hanging dome — this time out of crystal. Let this dome hang over some park area, say Central Park, New York City. Institute a large

air conditioning plant to keep the air clean, cool and dry at summer and warm at winter. You will thus have (after proper landscaping) a paradise within a sweltering or freezing city.

Let me tell you something: this exoskeletony principle opens vast vistas for architectural compositions.

OLEG DEVORN

Boston, Mass.

Front Line

Forum:

I have your letter of July 25 with the enclosed copy of the National Housing Act Bulletin. I think you have done an admirable job in presenting this to the architects and public in general. It seems to me that The Architectural Forum is always right in the front line in putting before the architects information that is of value to them.

DONALD S. JOHNSON

Washington, D. C.

110% American

Forum:

In reply to the offer extended by R. H. Goodhue in a recent pamphlet from Prague, DO NOT enter my subscription for THE ARCHITECTURAL FORUM—YOU MAY RENEW OFFERS AT SUCH TIME AS YOU GET THROUGH WITH THIS FOREIGN STUFF. I WOULDN'T GIVE YOU TEN CENTS A YEAR FOR ALL OF IT.

L. A. G.

Reno, Nev.

The capitals are not ours. — ED.

Capital "A" Architecture

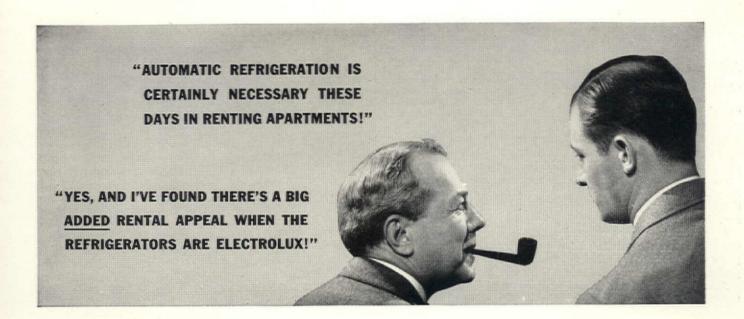
Forum:

In your July issue, the Forum of Events carries an item about some student medals awarded by the N. Y. Society of Architects. I was getting a Master's degree at Columbia and happened to win one of these. Even the daily press managed to spell your subscriber's difficult name correctly but you couldn't. Your item also misstates the facts. The first medals were awarded to Mr. Levy of N. Y. U. and to your subscriber; and the second medals to Messrs. Behr and Whiting. Also the award was not made "for special proficiency in the subject of building construction." The medal itself says: "for merit in the study of the practice of architecture," and Dean Hudnut's citation was for "study of construction as an integral part of design." As this latter is quite a good definition of Architecture with a capital A, I was quite proud of winning this student award. Incidentally, the rejuvenation of the Columbia School of Architecture under Dean Hudnut is worthy of notice by THE FORUM.

Andre Halasz

New York, N. Y.

To subscriber Halasz apologies for misspelling his name, regrets for confusing first in time with first in order, and congratulations for his accomplishment. — Ep.



TENANTS KNOW—and so do owners— THAT ELECTROLUX OFFERS MORE!

TENANTS GAIN

- 1. Low operating cost
- 2. Permanent silence
- 3. Every modern convenience

OWNERS GAIN

- 1. No moving parts to wear
- 2. Long life
- 3. Gas Company service



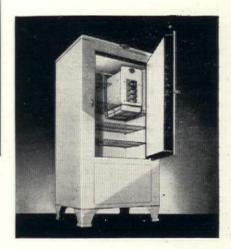
THERE'S good reason why owners and operators the country over repeatedly choose Electrolux for their apartments and fine homes. This modern gas refrigerator offers important rental appeals no other can match . . . plus vital operating advantages that reduce maintenance cost and insure tenant satisfaction.

Especially appealing to tenants and prospective tenants is Electrolux's continued low operating cost . . . its utter dependability . . . its many modern conveniences. Nor is that all! Electrolux is silent . . . naturally and permanently silent. This ideal modern refrigerator has no moving parts to cause noise or to become noisy.

Absence of moving parts is a feature of Electrolux that owners and operators appreciate as well as tenants! For parts that move will wear. In Electrolux this cause of refrigeration complaints, interrupted service and shortened life is eliminated!

And remember: your own local gas company backs and services every Electrolux it sells. Another important advantage only Electrolux offers!

If you are planning to install refrigerators in any of your buildings, it will pay you to investigate Electrolux carefully. Discover for yourself why owners and operators of more than 4500 apartment buildings in New York City alone have installed Elec-



trolux. We believe you'll agree that Electrolux has everything other refrigerators offer . . . and more! Your local gas company displays Electrolux. See them for full details. Or write direct to Electrolux Refrigerator Sales, Inc., Evansville, Ind.

NEW Aiz-Cooled
ELECTROLUX
THE SERVEL Gas REFRIGERATOR

LETTERS

(Continued)

Aid for Housewives

Forum:

I was very much interested in the pamphlet on the National Housing Act which you sent me.

It seems to me that there would be a new field here for the services of an Interior Decorator. Certainly if architects are aiding home builders in order to build up their standards, the wives of home builders should urgently desire aid in furnishing, etc., their homes.

At present, the average Interior Decorator caters to the privileged few and I personally feel that the privileged few are gradually getting fewer and fewer.

As a young man, I am naturally looking to the future. I believe that there is going to be an ever increasing amount of government home building and aid to home builders, and that the trained services of various professionals will be required, and that the Interior Decorator should be among them.

IVAN Y. NICKERSON

New York, N. Y.

Decorators, anxious as any to capitalize whatever home reconditioning enthusiasm develops from the Better Housing Program, are seeking through the American Institute of Decorators to find ways and means to be of help, to get some business. — ED.

Anxious to Lend

Forum:

Can you give us any information as to whether or not our corporation can make application to act as a lending agency under this Act, or would a separate affiliated Loaning Corporation have to be organized in order to qualify and receive authority to operate as a Lending Institution.

In looking over your question and answers we wish to call your attention to the one, "Are borrowers notes discountable?" Answer, "Not exactly but the Housing Administration will advance money to the lending agency up to the outstanding balance on all such receivables held by them, at a maximum interest rate of 3 per cent."

The NHA, as we understand, is responsible for 20 per cent of the losses. Therefore with a fund of \$200,000,000 they expect to create loans of a billion dollars. Supposing all of these billion dollars worth of loans were turned over to the Housing Administration for advances, where would the Housing Administration get the money to advance on these loans.

THE VILLAUME BOX & LUMBER CO. St. Paul, Minn.

Corporations like Villaume Box & Lumber Co. may organize finance companies and have their loans insured, provided they can qualify as to capital available, responsibility, etc.

FHA's rediscount privilege will be extended only to those in need of funds. Under no circumstances will it advance money to be re-loaned for other remodeling loans. — ED.

Moffett's Mail

Below are copies of letters sent to Federal Housing Administrator James A. Moffett, by A.I.A. chapters supporting the editorial in August issue of The Architectural Forum. These architects and others will be glad to find that FHA's Bulletin No. 1 to bankers recommends "competent architectural or engineering supervision" for structural changes, while the bulletin for the general public specifically suggests employment of an architect. — ED.

Sir

I have been requested by the officers and directors of Indiana Chapter, American Institute of Architects, to assure you of the Chapter's desire, collectively and individually, to cooperate in every way possible in working out the problems of organization and administration of the Federal Housing Act.

We are assuming that the training and experience of the architectural profession will be utilized and participation by reputable architects is contemplated in your plans for organization and administration. This project offers both a challenge and an obligation to members of the profession who, if given the opportunity, may be counted on to do their part with credit to themselves and the administration in bringing this important activity to a successful conclusion.

We like the suggestion carried in an editorial in The Architectural Forum for August that a Board of Architects be appointed to assist the Federal Housing Administration in the preparation of plans for procedure and operation and respectfully submit this suggestion with our endorsement as worthy of consideration.

With assurances of Indiana Chapter's continued support and cooperation, I am

HERBERT FOLTZ

Indiana Chapter of American Institute of Architects Indianapolis, Ind.

Sir

In behalf of the members of the Florida Central Chapter of the American Institute of Architects, I wish to extend to you our offer of assistance and cooperation in your efforts to meet those responsibilities which the President has placed upon you under the new housing act.

It is my personal opinion that the act introduces the opportunity for the most definitely forward step afforded the Administration and the country since March of last year. The preparation for the foothold for that step and the step itself, within the limitations prescribed by the act, will depend largely upon your foresight and judgment for the benefits to be derived. If that judgment proves to be correct, I firmly believe that the economic jam will be broken with the consequent beginning of a natural flow of business activity.

The work of your Administration is distinctly in the field of recovery instead of in that of relief and for that reason will be based upon sound business principles. The

government wants redemption of property and not confiscation. Loans insured must be such as can be amortized. Collateral to be security must not only have sufficient original value but must maintain a sufficient surplus of value throughout the life of the loan. Therefore, depreciation, from whatever cause, must not be at a greater rate than that of the reduction of the loan. Conditions determining actual original value and actual depreciation depend upon many things besides an appraisal of the land and of the existing apparent physical values inherent in the structure. The improvement must be in keeping with its neighborhood and with the trend of its environment; it must meet the needs of the borrower and the trend of those needs; it must be in keeping with the original structure, if any, and the probable useful life of the structure. In other words, not only the ability on the part of the borrower to meet payments must be maintained, but his desire to do so must also be maintained by the improvement

It is with problems of this kind that we believe the architect through his training and experience is peculiarly fitted to assist and it is this assistance particularly that I am authorized to offer, though we are willing to undertake whatever task may be assigned. . . .

FRANKLIN C. ADAMS

Tampa, Fla.

Sir

Architects of Northern California are greatly interested in the Housing Program. As I wrote to you in a recent letter, they are prepared to cooperate with you to the fullest extent because they believe that a stimulation of the building industry will greatly improve general conditions.

They also wish me to urge upon you the necessity of securing real value for the money expended, by means of a system of architectural control, which will not only provide employment for many of our profession who are now in dire need, but will also make much simpler the necessary governmental inspection and supervision of the actual construction work.

Albert J. Evers

San Francisco, Calif.

Private Architects & Public Buildings

Forum

I am in receipt of your memorandum on the National Housing Act and thank you for same. It should be a helpful document.

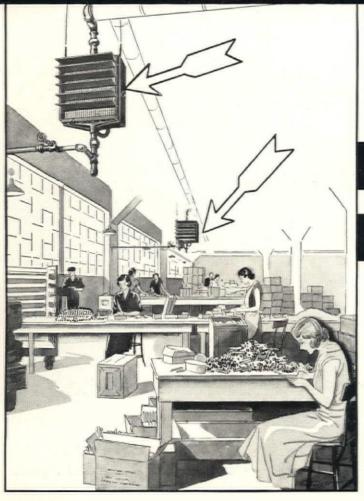
It will be appreciated if you can send me information as to the present set-up in Washington for the assignment of post office buildings to architects. I am aware that a change has been made in the system but have mislaid the information.

MARK & SHEFTALL

Jacksonville, Fla.

For present status of private architects and public buildings see page 6 this issue. — Ed.

BUY YOUR HEAT AT A BARGAIN



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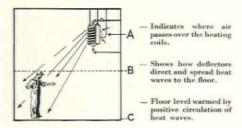
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THE ARCHITECTURAL

F O R U M

CONTENTS FOR SEPTEMBER 1934



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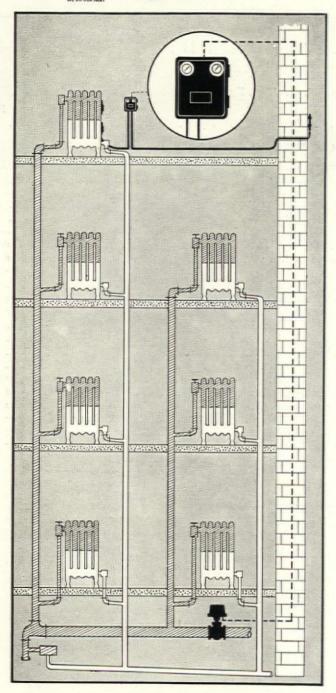
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Frontispiece: Liberty Hall, Frank	cfort, Ky.					Th	nomas Jeff	erson
ARTICLES								PAGE
Remodeling Primer								153
Modernity—Here Today First Universalist Church, Sale								157
First Universalist Church, Sale	em, Mass.				. I	R. Clipsto	n Sturgis	158
PLATE ILLUSTRATIONS						ARC	HITECT	PAGE
A Portfolio of Rescued Buildings								
Remodeled Store Building, Sar								161
Bruder's Creamery, Cleveland								162
The Insulite Co. Office Lobby,	Minneapo	lis, Min	n					163
Store Building, Hartford, Con-				. Le	ster E	Beach Sch	eide, Inc.	164
The Lynch Store, Milwaukee,	Wis.					Conley &	& Carlson	165
Hanscom Bake Shop, New Yo							Ginsbern	167
Tuttle Brothers Store, Cranfor						. Willi	am Wilde	168
William Preston Hotel, Blacks								169
Hotel Plankinton, Milwaukee,								170
National Dime Bank, Shamok							Moyer Co.	172
Shenandoah National Bank, V						-	Moyer Co.	173
							Moyer Co.	174
First National Bank, Sayre, P Farmers State Bank, Belvidere								175
								176
Lawrence Building & Loan As							Compton	
Office Building, Franklin Hosp								177
Fort Avenue M. E. Church, B							Hopkins	178
Reid Hall, Washington College							Hopkins	
Pratt Mortuary, Hayward, Ca								
First Baptist Church, Princeto							. Morgan	
Thirteenth Church of Christ						Howard	R. Meyer	182
First Church of Christ, Congre	egational,	Longme	adow,	Mass.	4.77	C 11	e mon	700
							& Willis	
House of Dr. F. Curry, Teane							Anderson	
Garden of Dr. O. H. Kraft, C.								
House of Dr. A. C. White, Fo							hromaster	
House of Robert Howells, Cor	vallis, Ore.						H. Dobell	
Residence on R Street, Washi	ngton, D.	C					V. Peaslee	
One of a Row of Houses, Was						Horace V	V. Peaslee	189
Keystone Theater, New York	N. Y					. Raymo	ond Irrera	190
Articles Regional Resurrection					1	Punnal	Hoffman	191
Regional Resurrection	en enes				. 1	t. Durrau	Hoyman	191
Flexibility, Simplicity and Acces	sibility:	** * * * *	1 0 D	, D		D	0 E	
Chicago Art Institute Compet	Philippe C	Holabir	d g H	Aldric	enneu h Er	, Parsons	ofold Ir	
Faut	Fuutppe C	John.	Russel	ll Pope	. Ral	ph Thom	as Walker	197
"Hors de Concours"							Murchison	
Hors de Concours						LOTHIOUT 1	72 (67 077 000)	
MA	STER I	FTAI	I. SE	BIE	S			
Historic American Buildings .	SILICI	LIAI	L OL	31(11)	0			203
	Fancon and	Cidoon	Sherro	ok .				204
Historic Americans, Thomas Jef		Gideon				Thoma	s Jefferson	
Liberty Hall, Frankfort, Ky.								
Castlewood, Madison Co., Ky.			1			. Gideo	n Shryock	210
	DHILL	NG 1	LONE	W				
	BUILDI							
	e Detailed (ontents	on Pa	ge 217				
Forum of Events		* *	* *					5
Letters			* *					8
Raymond Hood							* * *	15

VOLUME LXI NUMBER THREE

HEAT ERVATION



The diagram suggests a DUO-STAT at the "last" radiator, controlling steam supply to a "Heating Zone."

JOHNSON DUO-STAT CONTROL

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RAYMOND MATHEWSON HOOD

1881-1934

In the passing of Raymond Mathewson Hood, the architectural profession loses a man of such vital personality that even those members of the profession who did not know him personally will nevertheless feel a distinct loss. His achievements in the field of architecture are well known nationally and internationally, but it is not so much of these that I would write, but rather as a personal friend with whom I was intimately associated on two of his largest projects — A Century of Progress and Rockefeller Center — and with whom I had almost continual contact since his return from the Beaux Arts in 1911.

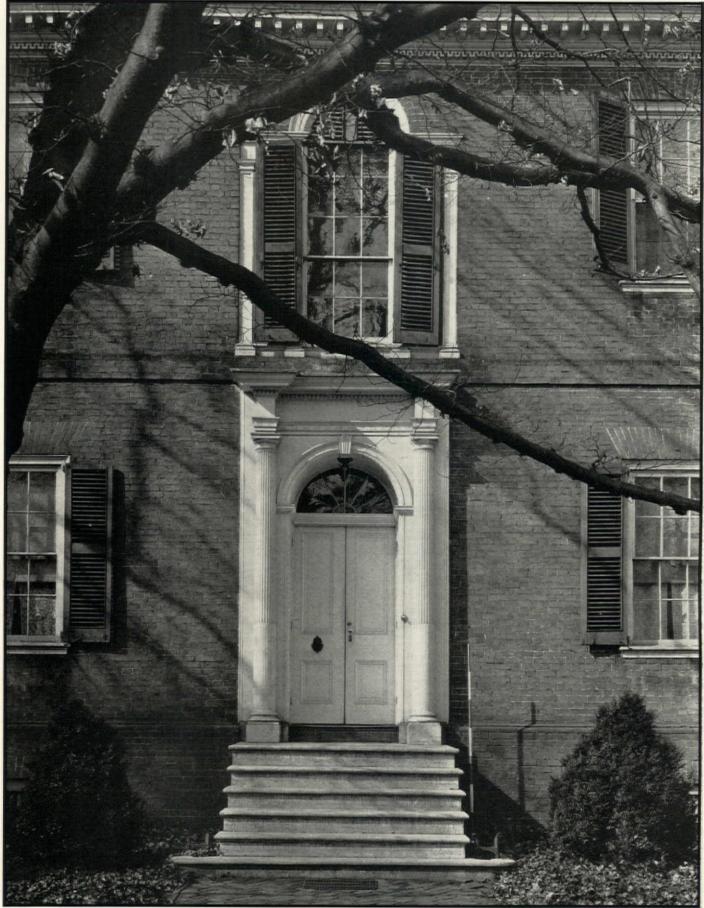
His friends all knew him as "Ray" Hood, dynamic, brilliant yet affable "Ray." I have never known a man in any walk of life with a more vivid imagination or more vital energy, and all without a trace of "pose." He had that personal charm which made it always a pleasure to be with him. He was a man of strong convictions and his ideas were not confined to architectural matters. He had an open mind on all questions of interest, national or local, and invariably he could present constructive ideas.

Working in association with him, we would think of him as a sort of architectural "stormy petrel." He was stimulating and stirring in a way that made his associates think. At the most unexpected moments new and strange ideas would be forthcoming, many of which seemed to be wild and impractical and yet, under the acid test of careful analysis, would prove quite the reverse. Who would think of putting elaborately planted roof gardens on commercial buildings? Yet "Ray" Hood's "wild" idea was finally adopted and became one of the most noteworthy features of Rockefeller Center. He had great power of persuasion because of his sincerity, for he was thoroughly convinced of his point of view — yet he could change that point of view without the slightest hesitation when he saw that it no longer applied.

He was certainly never academic. A background of training in the Massachusetts Institute of Technology, a graduate of the Ecole des Beaux Arts in Paris, he still never followed slavishly in the lines of tradition but sought for himself and kept pace with the changing trends of our time; in fact, had the vision to see ahead of those trends and point the way to the future of architectural development. Three examples of his work will illustrate what I mean: the Tribune Building in Chicago, brilliant in conception, dramatic in effect, still carried with it some of the traditional influences of his academic training. The News Building in New York, in its stark simplicity and restrained ornamentation, indicated a right-about-face in the approach to the architectural problem. The McGraw-Hill Building in New York was a still further advanced step in the modern trend. In examining these three buildings together it doesn't seem possible they could have all come from a single mind, yet such was his creative genius. He understood the economic necessity of rational building but ever kept his imagination free.

The architectural profession has lost one of those rare vital men on whom the progress of civilization depends.

Harvey Wiley Corbett



Historic American Buildings Survey

Theodore Webb

Liberty Hall, Frankfort, Kentucky
Thomas Jefferson, Architect

ARCHITECTURAL

FORUM

VOLUME LXI

SEPTEMBER, 1934

NUMBER THREE

REMODELING PRIMER

The incidental business of other years assumes larger proportions, holds out greater opportunities; signposts to the \$1,500,000,000 reconditioning market

With noses tilted in the general direction of the Empire State's mooring mast, most architects paraded through recent years up to 1931 oblivious to the word "remodeling" and its professional possibilities. Not until two years after the market cracked were architects faced with a building drought. But when building stopped it stopped with a totality that made the profession its complete victim. Meanwhile, it had become "smart to be thrifty" and inevitably much of the building * that simply could not be longer delayed took the form of reclaiming existing properties which were structurally sound though otherwise inadequate for their purpose.

Those practitioners fortunate enough to have any choice elected remodeling rather than "retirement" and from the experience of those who have been successful in this field certain theories, if not principles, are worth recording, particularly as remodeling has not only proved its place in building economics but has also proved that the architect is best qualified to solve the numerous problems even a simple remodeling job presents.

The Approach to Remodeling. The architect who turns from skyscraper planning to the modernizing of an office building, from designing mansions to reclaiming a well-located but outmoded residence must discard much of the procedure which he has followed in normal practice.

*Contracts for building alterations in the 37 states east of the Rockies, F. W. Dodge reports, jumped from \$168,000,000 in 1932 to \$219,000,000 in 1933. For the first six months of 1934, contracts awarded have amounted to \$200,000,000.

Remodeling is an art in its own right calling for even more ingenuity and study than wholly new construction. In function and appearance the result should be comparable to a new building yet full use must be made of existing structure and materials if the project is to justify itself financially. If preliminary studies and estimates do not show a *clear* cost advantage of at least 15 to 20 per cent over a new building, the remodeling had best be abandoned. The most successful remodeling is that which retains the maximum portion of the old structure consistent with the requisites of the new.

"Selling" Remodeling Jobs. Remodeling jobs are made, not born. Because the possibilities in an old structure rarely are apparent to any but the trained eye, few property owners, whether of residential or commercial buildings, are likely to initiate such work. By the same token, the architect wishing to convince an owner almost always finds it necessary to develop some sketch plans and elevations, in addition to a financial statement. Experience shows that remodeling must be visualized to be sold.

While here and there an individual firm has taken to advertising — and it should be added, with good success and apparently without loss of professional standing, at least from the public's viewpoint — there is little to indicate any trend in this direction among architects generally. For those who see in advertising the best solution of "selling jobs" in this difficult period there is

THE SOLUTION OF A PROBLEM

Owners of well built old fashioned homes who wish to sell their property in order to obtain a new modern home, find buyers are not interested in out of date buildings and the price that might be secured, so little, it does not pay to sell, much less obtain a new home.

In most instances it is impossible on an exchange basis to secure equivalent desirable property, furthermore one may be attached to the present neighborhood by reason of various associations making a change of location unwelcome.

This unsolved problem is very common. Yet there is a simple solution. One that is practical as well as economically feasable and sound when placed in the hands of skilled architects, who can modernize and rearrange the plan, provide for modern plumbing, heating and other equipment as may be required and redesign the interior and exterior to suit the need of the individual problem and taste of the owner; so as to produce surprisingly pleasing results and lasting satisfaction.

In some instances work of this kind has been undertaken without the aid of experienced architectural guidance, with extremely unsatisfactory results, most excessive costs and heavy unanticipated 'extras' because it was believed they could not 'afford' the services of an architect who would have not only saved more money than his fee, but produced a better job.

If you have a problem along these lines, no matter how small or large, we shall be glad to discuss it without any obligation on your part, and, of course, our experience and service applies equally to all types of buildings and new work as well.

Write for further information -

LUCHT & ANDERSON, ARCHITECTS

This sort of advertising is perfectly legitimate. No one can criticize it as either unethical or undignified. Two of the other pages are before and ofter pictures. The fourth is a list of satisfied clients

reproduced with this article an example that has been productive without sacrifice of dignity.

But the great majority will probably feel they are going the limit if they take the offensive and carry their story uninvited to the prospect's door, whether home or office. It cannot be too emphatically stated that this is necessary — necessary chiefly because the idea of remodeling so rarely starts with the owner; that someone has to start it for him — and as those coy Floradora girls so sagely remarked — ". . . it might as well be you."

In surveying the field it is surprising to find how numerous are the opportunities for remodeling. Examples which will suggest many others:

RESIDENTIAL

 Financial institutions (banks, insurance companies, building and loan associations) which have taken over houses which are not marketable unless modernized.

 Owners of individual homes which are desirably situated with respect to neighborhood and landscaping but which are obviously out dated and unsuited to present day living standards.

3. Houses which could properly sprout a wing thus adding to the families' comfort and equity.

 Real estate firms with unrented, unsold properties on their hands.

Unfortunate owners of jerry-built houses who have resigned themselves to leaky roofs, walls out of plumb because they believe their houses beyond salvation. (See page 184 for typical example.)

Urban dwellings in apartment neighborhoods, suitable to conversion into apartments.

7. Seven-to-twelve room apartment buildings waiting to be converted into 2-, 3-, 4- and 5-room apartments.

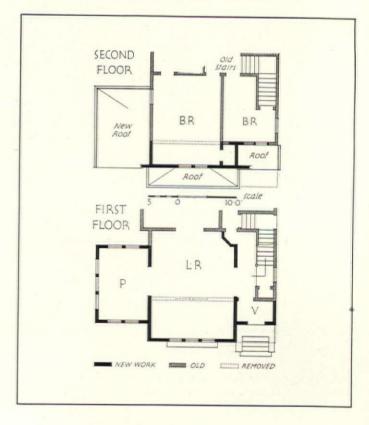
COMMERCIAL

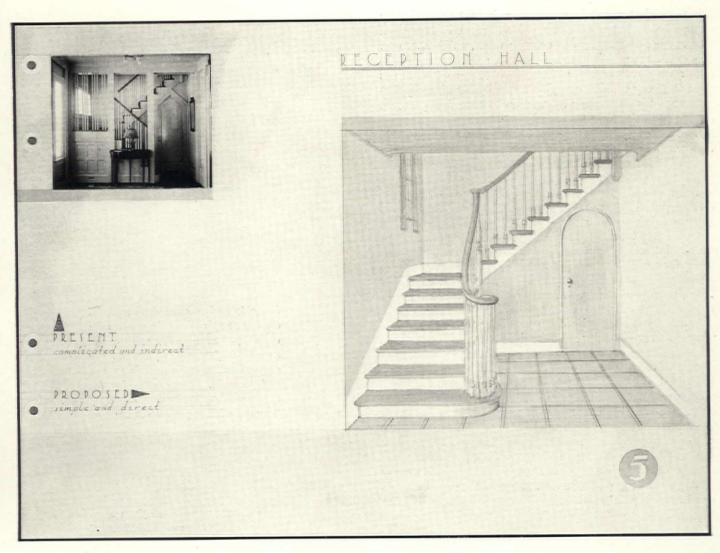
- 1. Office buildings, ten years old and more, suffering from the nationwide 27 per cent vacancy, can often put themselves back in the running with new shops, remodeled shops, redesigned entrance and lobby, and if the arithmetic permits, new elevators, or at least new doors and cabs.
- 2. In the 24 States where liquor is legal, many a hotel has been yanked clear out of the red by a beverage dispensary; many still await the proof from architects that the expense would be worth while.
- 3. Smart merchandise will not move without proper environment. The first shopkeeper on a street to make the discovery wins at the expense of his unprogressive competitor. Start one — and competitors will follow.

4. With department stores swinging sharply to a program of constantly changing backgrounds within their stores for merchandise, many an architect has found interior remodeling as profitable as refacing exteriors.

5. With its last quarterly statement, U. S. Steel announced its intention of pushing immediately a reconditioning program for all its plants. Perhaps besides being a bellweather stock, Steel may lead an industrial plant restoration trend.

This is all the plan necessary for an alteration that cost \$1,500. Of course the dimensions and a few necessary notes have been omitted, but there is no sense in confusing the owner or the builder with a lot of drawing that doesn't mean anything





This is the sort of presentation that enables a client thoroughly to understand just what the architect is proposing to do. When these stairs come to completion there will be no anguished howls from an owner who thought he was getting something entirely different. The architect's nerves and pocketbook will both benefit

PUBLIC BUILDINGS

 With overcrowded schools, and lean purses, school boards will take kindly to suggestions of accommodating both through judicious remodeling.

2. With banks accepting character loans under the NHA, many a poor but honest church committee will see its way clear to rehabilitate its property.

Technique of Remodeling. Architects experienced in small alteration work find it wise to make as few and as simple drawings as possible. Too many men do about twice as much drawing as they need. The local builder, confronted with a too elaborate set of drawings, gets frightened, estimates too high. Thus some less competent or less desirable man gets the work. This principle should apply to the specification as well. For the average small alteration two or three pages of carefully written specifications are enough. Generally these should be what are known as closed specifications. The builder can give a better figure if he does not have a lot of alternates to worry about and the architect saves time.

To achieve such economy of drawing and specification

the architect must make sure that his client completely understands them. Many laymen receive an entirely false impression from working drawings, and time and money are wasted making changes after work has commenced. Small perspective sketches of the salient features of the scheme are particularly valuable where the change in question is one that involves few practical considerations, and is made for the sake of appearance. With these before him the client's decision is made upon a proper basis.

The same thing can be done with specifications. If materials unfamiliar to the owner are contemplated, he should be taken to some place where the material may be seen in a use approximating that proposed. In most communities the lumber, hardware, or cement dealer has a display of this kind, where woods, wallboards, plaster finishes, etc., may be seen in such form that there can be no misunderstanding.

The architect should do as much as possible of the mechanical design of such things as heating and plumbing equipment himself. The time spent in doing this work is less than that spent in checking a layout made by an engineer who has not been given sufficient information. The same thing applies to electric work, hardware, etc. The architect who makes all his own selections and layouts soon develops a technique for doing so that saves time on every ensuing operation, and builds up a reputation with his clients for being able to give really sound advice on such subjects.

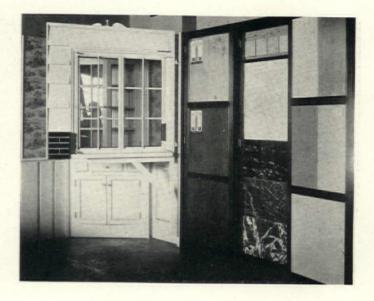
The vexed question of detail generally resolves itself into deciding whether to use stock stuff or have it made to drawing. At the present time most manufacturers of stock doors, sash, etc., have complete lines of well designed units. The same is true of stock mantels, stair rails, cornice moldings, and a host of other items. These as a general rule provide a sufficient variety. Where for any reason special detail must be used only such drawings should be made as are necessary to that part of the work that must be special. The local carpenter will be confused by a detail that attempts to show too much. A few profiles and a drawing showing the whole thing are usually quite enough.

Some details may be done at almost incredibly low figures and made quite individual by a clever use of stock moldings assembled to a special end. The architect who designed the mantel and entrance door illustrated below did this and had to have only the fluted pilasters specially made. The result was that the mantel cost about \$6, and the entrance in proportion.

If all this seems to say that the way to make alterations pay is to know your business that would not be far from the truth. If the architect can tell his client something that he knows to be true that knowledge will always carry conviction. A few such clients and the remodeling business can be made profitable.

Only the fluted pilasters for this mantel were made to detail. The rest was made up of stock moldings. As a result the mantel cost about \$6, much less than even a stock pattern, and no ideals of design suffered

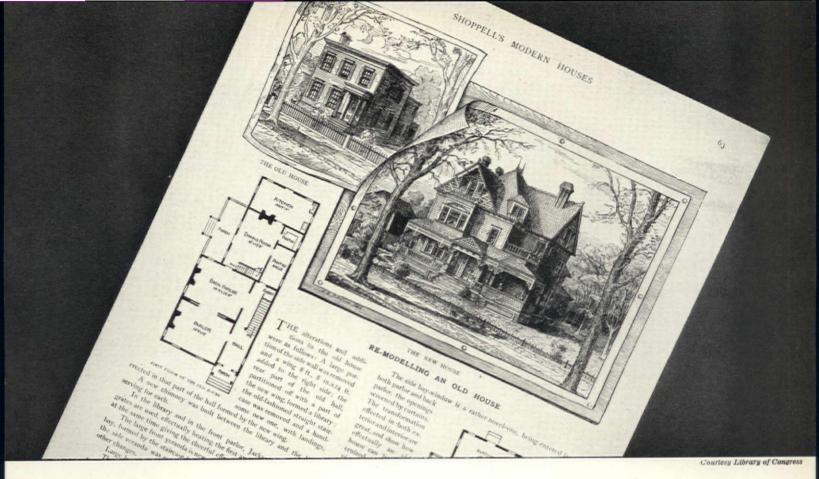




Every town has some such material display as this where the owner may decide upon such questions with all the necessary information before him. The architect will save the owner's money, and his own, by accompanying his client and explaining the merits of those materials he proposes to use

This doorway was made from stock moldings from the same collection that furnished those for the mantel. The pilasters again were the only things made special. This is only one of many ways in which an architect with ingenuity can save his client money and add to the appearance of the job





This was modernization in 1887. Sic transit Gloria Mundi

MODERNITY—HERE TODAY

. . . but it may be gone tomorrow. Ill-advised building modernization can destroy capital values; intelligent modernization will reclaim them

The pages of any architectural publication are eloquent testimony to the fact that modernization is only relative. Of all the alteration projects illustrated therein a certain percentage bears unmistakable evidence of having been altered at least once before. An investigation into the causes of these alterations almost always discloses that they were undertaken in the sacred name of "improvements." Most of them are not so drastic as the one the enterprising Mr. Shoppell proposes in his *Modern Houses* shown above, but they are often not unlike the First Universalist Church of Salem, Massachusetts.

Here there is a more or less complete pictorial record of what changes the taste of a congregation can undergo. The original church was built in 1804 while the great tradition of the carpenter-architects still was strong, and the early professional architects were still under their influence. It was not perhaps an outstanding bit of design, but it was nevertheless a very fine edifice.

Whether war and financial depression have anything to do with changes in taste is something for the morphologist of esthetics to determine, but the fact remains that after the Civil War and its attendant depression of 1873 the congregation became dissatisfied with the old church. Therefore they employed an architect and paid out their good money to have the building altered. This worthy gentleman certainly did his best, but there is evidence that his budget was limited.

For example, the triple window which appears upon the front is pure fake. There is no such opening in the wall and the windows themselves are glazed with opaque glass. The windows under the gallery at the south side were blocked up in a professional attempt at symmetry because those on the north side had been blocked at an earlier period by the erection of a parish house. Finally the crowning diadem of the slate and cast iron spire was raised to the greater glory of God and the architect. The interior fared better due to the belief, prevalent at the moment, that painted ornament of the sort shown in the photograph rendered any background completely genteel.

So the church stood until another war and subsequent financial depression seem to have had the same effect as the earlier ones. The congregation decided to modernize. Its ideas of modernization were different from those of an earlier day, and the architect was asked to restore the structure to as nearly its original condition as possible.

The result of all this chopping and changing is that the congregation has spent its money twice for modernization and has the same building it had in the first place. Had it been advised by an architect that all the building ever needed was a little repair work, they would have been able to contribute more to foreign missions and less to the building industry. As it is, the total capital investment in the fane has been more than it should have been and there has been an actual capital waste.







FIRST UNIVERSALIST CHURCH SALEM, MASS.

> R. CLIPSTON STURGIS ARCHITECT

The architect of the earlier alteration quite probably resented the necessity of leaving so much of the original interior. Fortunately for his peace of mind there was a firm belief in the efficacy of painted ornament to work wonders in the way of modernization





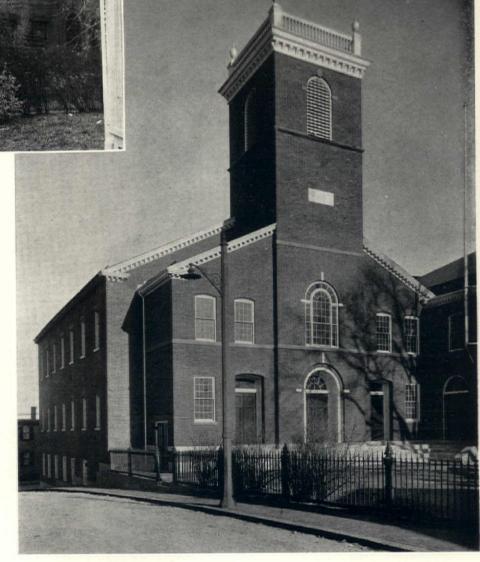
1804

1934

FIRST UNIVERSALIST CHURCH SALEM, MASS.

> R. CLIPSTON STURGIS ARCHITECT

All of these metamorphoses are modern. The only difference is in the time. The present day result could have been achieved for a lot less total expenditure of money if the second step had been omitted





Another Negro congregation



In making this modernization the architects went to a great deal of trouble to solve the problem. Jacking up the original building provided the space for Sunday School, study, etc. There seems no good reason why, when they brick veneered the exterior, they did not redesign it in conformity with more lasting standards of taste. To do so would have cost less money than it will at that future date when it will have to be done

Architectural taste is probably higher today than it was in the Seventies, but there are plenty of modernizations under way at the moment that are creating future capital wastes. Consider, for example, the Wesley Tabernacle above. The architect has done a fine job in increasing the accommodation for the functioning of the pastor's work, and has perhaps satisfied the desire of the colored congregation. One wonders, however, how long the congregation is going to stay satisfied. The

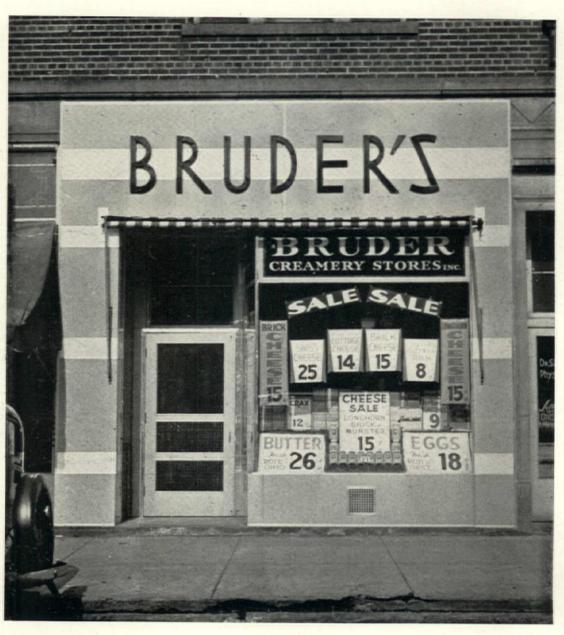
exterior has no connection with anything in the historic past and none with the trends of today, ephemeral though they may be. When that future inevitable alteration comes to be done, more money will be spent undoing the work of today. The wise architect will keep a weather eye cocked to see that his modernizations are likely to stay modern, keeping mindful of the fact that it is just as easy to do a poor remodeling operation as it is to do a poor building in the first place.

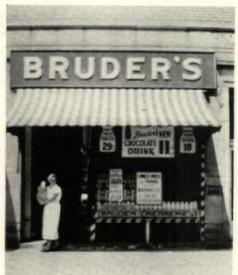


REMODELED STORE BUILDING, SANTA ANA, CALIF.

MILO L. BERENSON, ARCHITECT

Once a red brick two-story hotel and market, this building is now more to Santa Ana's taste, but even more important, it is paying a net return of 28 per cent from rentals. Altering the plan completely, architect Berenson spent \$20,000 in converting the market into a group of small shops and in replacing the hotel rooms with small professional offices





BRUDER'S CREAMERY
CLEVELAND HEIGHTS, OHIO

Three men spent three days and \$375 to porcelain enamel the front of Mr. Bruder's creamery into respectability. Employing a new type of aluminum cap molding the enameled sheets were fastened to the old masonry front doing away with exposed screw, nail, and bolt heads



THE INSULITE COMPANY OFFICE LOBBY, MINNEAPOLIS, MINN.

Mr. Hearst, in saying that one picture is worth a thousand words, was no more right than architects who say that one sample is worth a thousand pictures. In remodeling its reception office the Insulite Company covered the walls with alternating bands of dark and light Hardboard, with chromium bands. The ceiling is the company's acoustic tile. Even the desk has been sheathed in Hardboard. Only the lighting fixture pays tribute to a glamorous past-but not for long, one hopes







STORE BUILDING, 76-80 PRATT STREET HARTFORD, CONN.

LESTER BEACH SCHEIDE, INC.
ARCHITECTS

Four hundred per cent increase should satisfy even a Connecticut Yankee. That was what happened to the first floor rental of this store building when it was given proper show windows and street level access. Although the second floor was very little altered, its rents increased too. All done in black glass and aluminum



THE LYNCH STORE

MILWAUKEE, WIS.

CONLEY & CARLSON, ARCHITECTS

FOUR inches cut from the four large pilasters provided bond for the new stone facing at minimum cost. Black and white marble trim with bronze letters and inserts, terrazzo floors, and new sash in second floor complete the list of exterior changes. All show fixtures were made to the architects' design of curly maple trimmed with oriental walnut. A potential liability became an actual asset for about 12½ cents a cu. ft. cost









Though Hanscom Bake Shops are not many in number, few pastry-loving New Yorkers have failed to notice their arrival along the sidewalks of the town. The one above was commendably noticed by the Broadway Association, which singled it out as one of the best business improvements of the year along that famous thoroughfare. Remodeled from a store that was more than commonplace, the new front has stainless steel bulkheads and frames. Its sign, integral with the design, is constructed of porcelain enamel with neonized stainless steel channel letters. Most noteworthy detail of the interior is the semicircular plate glass screen separating the model bake shop from the selling area, but permitting small boys of all ages to press their noses against the glass in admiration of the bakers at work

HANSCOM BAKE SHOP, NEW YORK, N. Y.
HORACE GINSBERN, ARCHITECT



HARDWARE STORE

LUMBER DISPLAY

TUTTLE BROTHERS

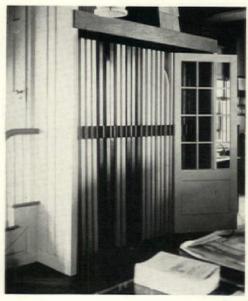
CRANFORD, N. J.

WILLIAM WILDE

ARCHITECT









For the \$500 spent Tuttle Brothers got nuch more than a new store front (see page opposite). For theirs was a problem hat stock planning could not solve. Facing a convex curve, the show winlows were laid out so that neither would block out a view of the other and a basser-by approaching from either direcion could see a complete display before coming directly in front of the store. Since one unit is used for large objects and the other for smaller ones, the floor of the latter is raised to bring the display closer to the eye. Costs were kept low by using imitation marble for the facing. Within the store, architect Wilde redesigned the entire display facilities so successfully that the store is a central bureau of information for the town on building construction and equipment







WILLIAM PRESTON HOTEL, BLACKSBURG, VA.

EUBANK & CALDWELL, INC., ARCHITECTS

Until 1934 there was no hotel in Blacksburg. The weary traveler had to seek a boarding house if he wished to spend the night. Few did. Finally the proprietor of the little lodging above gave up and the hardware store became the sole occupant. An enterprising hotel operator got owner and architect together and \$15,000 gave Blacksburg the pleasant small hotel they now point to with pride. One good job deserves another and now architects Eubank & Caldwell are modernizing the theater next door





Though no breathless transients are hurrying through the Plankinton's entrance, left, business has been steadily better since the hotel's recent overhauling by Richard Philipp. Changing the main entrance to any great extent would have marred the exterior, would have boosted costs higher than the budget could stand. The coffee shop entrance, opposite page, makes up for it with its inviting modernity, demonstrating once again that modern design need not be wire-drawn

HOTEL PLANKINTON, MILWAUKEE, WIS.

RICHARD PHILIPP, ARCHITECT

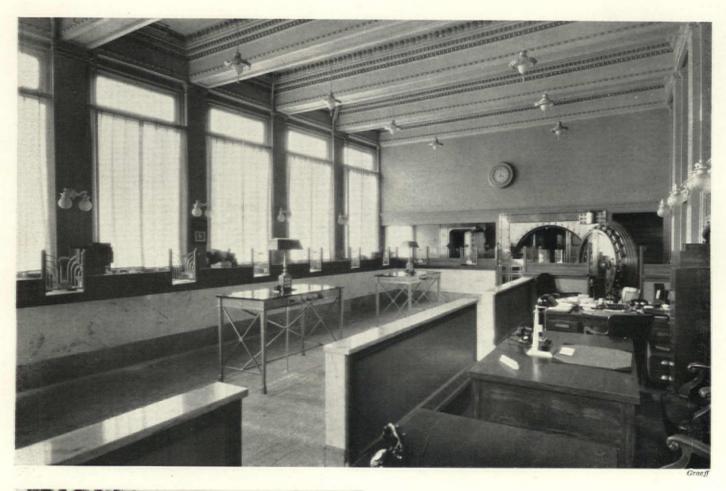


Consoles, swags, ornate electric fixtures, furniture, and even the time-honored palms were ruthlessly excised from the Plankinton lobby under the architect's knowing direction. Accomplished in relays with a minimum of inconvenience to the guests, the work included additions to and relocation of lobby concessions and at the same time an increase in the spaciousness of the lobby. Only note of the past remaining are the rugs salvaged from the old furnishings

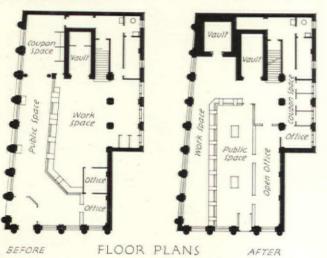
HOTEL PLANKINTON, MILWAUKEE, WIS.

RICHARD PHILIPP, ARCHITECT





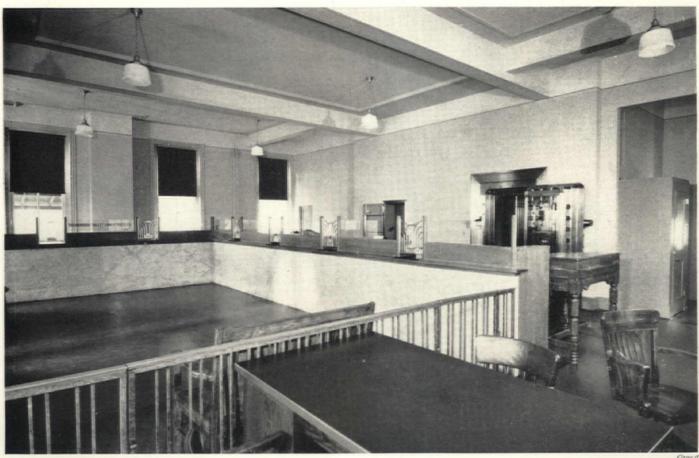




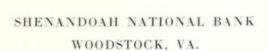
Turning the plan inside out has made the working of this bank much more efficient. The working space now has good light where formerly it was pocketed. Room has been secured for a new vault and the booths have much greater privacy than before. The entire alteration was done without interrupting the work of the bank for a single day. The cost, including a new Travertine floor, was \$17,046

NATIONAL DIME BANK OF SHAMOKIN SHAMOKIN, PA.

TILGHMAN MOYER CO., ARCHITECTS, ENGINEERS

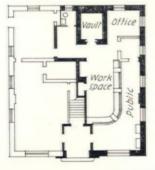


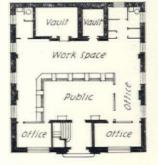
Being a bank, the Shenandoah National had no "Business As Usual" sign out while its space was being doubled and completely redesigned. But they could have, for not an hour was lost in the change. A total of \$11,749 was spent in replacing the center brick wall with steel girders, installing a new stairway, wiring, vault ventilation, etc. Notable salvages were the old vault, the lighting fixtures, and the marble which was re-used for the new banking screen



TILGHMAN MOYER CO., ARCHITECTS, ENGINEERS







BEFORE

FLOOR PLANS

AFTER





No structural alterations were required in remodeling the interior of Sayre's First National, but two things were required speed and non-interference with banking business. Between the closing of the bank on Saturday noon to its 9 o'clock opening Monday morning, the entire banking screen change was made. Other operations went on at night, and minor work was completed during the daytime. Some items which contributed to the \$3,290 total spent, not evident from the photographs, were a new electric ventilating system for coupon booths, electric wiring and lighting units for tellers' counters, refinishing of all furniture, and a wider pair of doors to replace the old single entrance door

FIRST NATIONAL BANK, SAYRE, PA.
TILGHMAN MOYER CO., ARCHITECTS, ENGINEERS



This old bank had run down so badly that nothing but the shell of the building and an excellent vault had any value that could be realized. Cast stone facing with black granite base redeemed the shell. The vault needed no change, but the rest of the interior required complete refinishing. This was done with Tennessee marble and black walnut. All the mechanical and electrical equipment was renewed and furniture provided. The cost was \$37,965

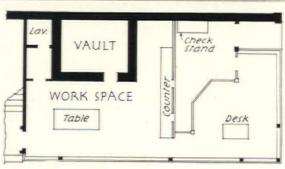


FARMERS STATE BANK, BELVIDERE, ILL.
THE BOND-HUBBARD COMPANY, ARCHITECTS

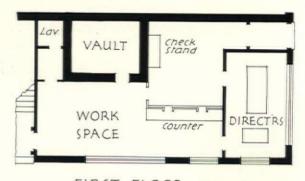
Banking should be carried on in the open, but not necessarily through a plate glass window. Twenty-one hundred dollars intelligently spent has given the directors privacy and the public better service. Noteworthy on the exterior is the use of glass brick with bronze letters for the sign. At night lights from behind the glass brick-carry the building and loan message to all who pass







FIRST FLOOR (BEFORE)



FIRST FLOOR (AFTER)

LAWRENCE BUILDING AND LOAN ASSN., LAWRENCE, KANSAS
LARRICK & COMPTON, ARCHITECTS



The architect who told the owner that he could modernize this building for less than \$5,000 had to know what he was talking about. A complete brick veneer, new cornice, new entrance door, and the changes in the second story windows seem a lot for that money. As a matter of fact the actual cost was \$4,381. Note how the simple change in the transoms of the second story windows has permitted a deeper cornice and changed the whole composition



OFFICE BUILDING, FRANKLIN HOSPITAL, SAN FRANCISCO, CALIF. C. A. MEUSSDORFFER, ARCHITECT



Harry Leopold



Spiritual uplift was seriously handicapped by the depressing mediocrity of the old Fort Avenue church. For \$30,000, including his fee, architect Hopkins shored up the interior framing from the inside, removed the entire front wall of the old church and the adjoining buildings, and built a new flemish bond brick wall of Baltimore's famed Homewood Colonial brick. The new tower is supported on steel columns

FORT AVENUE M. E. CHURCH, BALTIMORE, MD. HENRY POWELL HOPKINS, ARCHITECT



REID HALL, WASHINGTON COLLEGE, CHESTERTOWN, MD. HENRY POWELL HOPKINS, ARCHITECT

The stern business of education has not always had beauty of surroundings as an aid to mastery of Latin and Greek. Today it is considered necessary, as the \$35,000 remodeling of this Eastern Shore college building testifies. After the porch and chimneys had been ripped off, an extension was added, and a new portico introduced in the best Maryland character. Architect Hopkins successfully erased the line between old and new by painting the brick under the portico white and by applying minwax waterproofing over the entire brickwork

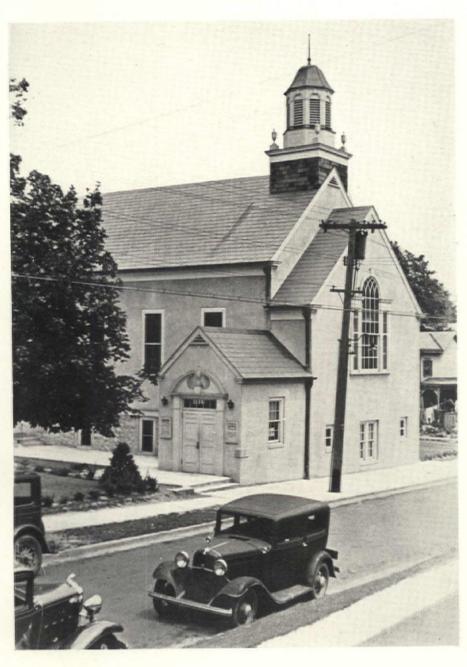




In spite of the very lovely planting the original mortuary was obviously a jarring note to the residents of the neighborhood. At very little cost the architects so transformed the building that the whole development is now a community asset. In doing so they avoided that type of design, too common in mortuaries, which makes dignified solemnity impossible



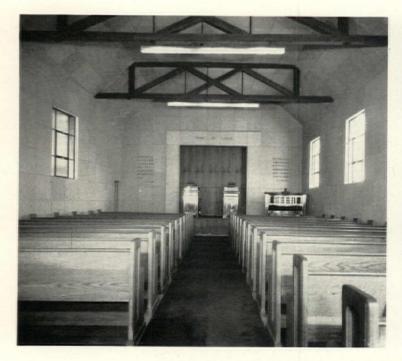
PRATT MORTUARY, HAYWARD, CALIF. MILLER & WARNECKE, ARCHITECTS

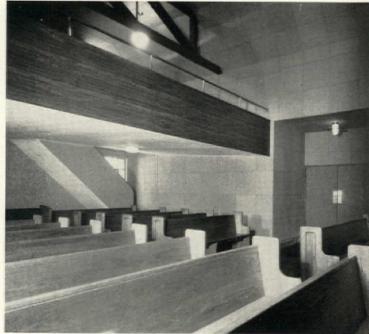


The colored congregation of Princeton's First Baptist Church had very little money to spend for alteration. What they lacked in money, however, they more than made up in manpower. Many of them were laborers and mechanics who were willing to make their contributions in low wages. They got Director Sherley Morgan of Princeton's School of Architecture to help them with their problem. As a result they are proud of the appearance of their new church and of the part they played in its making

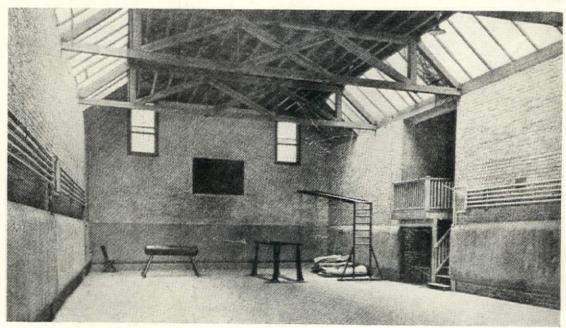


FIRST BAPTIST CHURCH, PRINCETON, N. J. SHERLEY W. MORGAN, ARCHITECT



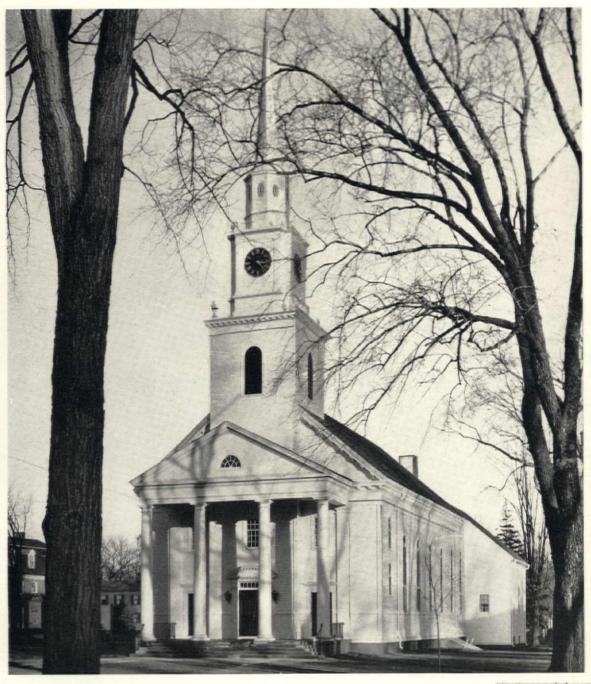


Anderle-Ma



Ventuation, insulation, acoustics, and lighting of the original gymnasium were all bad. For \$3,000 all these defects were remedied and the dignified, attractive interior completely altered and furnished for its new function. An unusual problem with a successful solution

THIRTEENTH CHURCH OF CHRIST SCIENTIST, NEW YORK, N. Y.
HOWARD R. MEYER, ARCHITECT



For more than fifty years the peaceful New England community of Longmeadow was disturbed by the presence of a stranger within its gates in the form of a Congregational Church whose ancestry was alien to Massachusetts. All trace of the Romanesque was cleared away when the architects rebuilt the church into the pure Colonial building above. Notable in the conversion was the able handling of the extension roof and the preservation of the maximum amount of the original structure

FIRST CHURCH OF CHRIST, CONGREGATIONAL LONGMEADOW, MASS.

ALLEN, COLLENS & WILLIS, ARCHITECTS



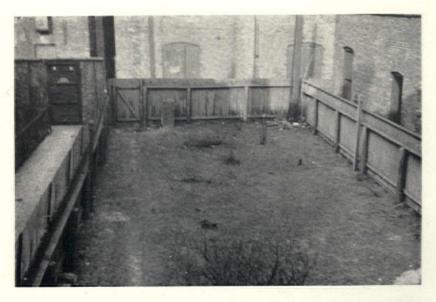




Nor all the jerry-built houses that deserve to be torn down have to be. Some can be saved, as this one was, for as little as \$1,500. Architects Lucht & Anderson refinished the sieve-like magnesite stucco on wood lath with cement stucco on metal lath, tore off the out-of-plumb porch, increased the size of the living room and master bedroom, and thus saved the house. Cheapest part of the operation: architects' fee, \$150

HOUSE OF DR. F. CURRY, TEANECK, N. J.
LUCHT & ANDERSON, ARCHITECTS





Why so many backyards are barren wastes is a minor mystery. For very little money an architect can frequently make the worst as attractive as this.

Such a garden does not necessarily have

Such a garden does not necessarily have to be a private one. There are many converted dwellings where the tenants would find a little grass and a few trees so irresistible that they would willingly pay a little extra for the privilege of living with them every day



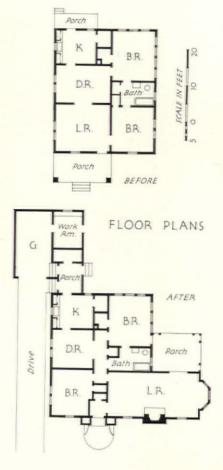


GARDEN OF DR. O. H. KRAFT, CHICAGO, ILL.
GRAHAM, ANDERSON, PROBST & WHITE, ARCHITECTS



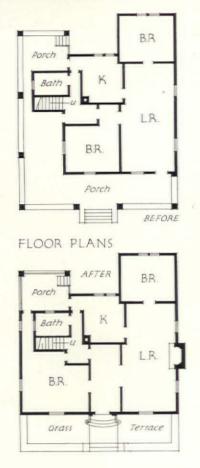


Two thousand dollars in 1931 was the sum spent to redeem this house from its state of incipient decay and convert it to a first rate up-to-date residence. The aspect of whole sections of any town may be entirely changed if many such alterations are carried out in close proximity. Cooperation to this end by neighbors might produce even lower prices and secure architectural coordination of design so desirable in closely built up suburbs



HOUSE OF DR. A. C. WHITE, FORT WORTH, TEXAS
C. O. CHROMASTER, ARCHITECT

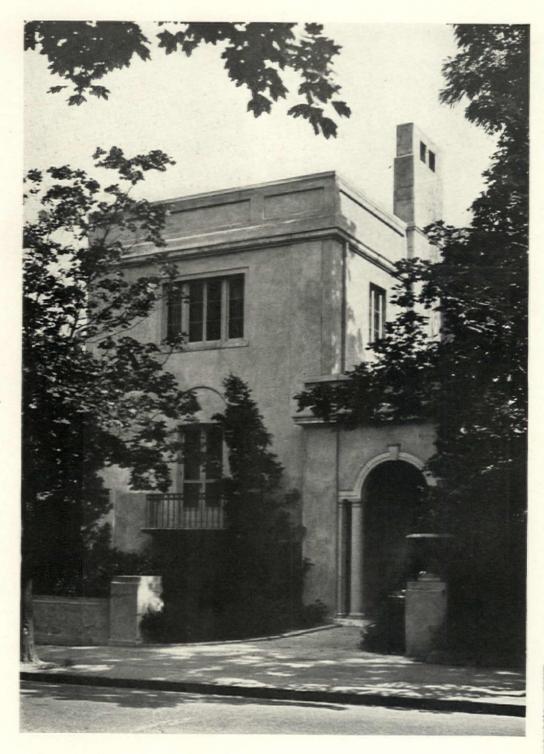






Including the architect's fee the cost of this alteration was less than \$1,000. The increase in the value of the property is incalculable. As an example of how this was achieved at such a nominal figure note that the upper slope of the dormers is the same in both cases. In fact the shingles were not removed from this part at all. The owner and his sons did a lot of the work, the architect laid the stone steps himself. With all this it is a remarkable result for the money spent

HOUSE OF ROBERT HOWELLS, CORVALLIS, ORE.
R. H. DOBELL, ARCHITECT





This house, originally a Victorian villa, has undergone two changes. The first, costing \$7,000, produced the near-Italian house, right, and the second, costing \$14,500, the sophisticated Italo-American town house above. Effective notes are the outside loggia stair approach, the forecourt, and the distinguished planting

RESIDENCE ON R STREET, WASHINGTON, D. C. HORACE W. PEASLEE, ARCHITECT



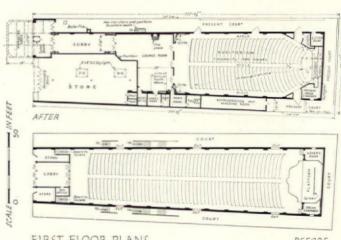
Narrow bay windows are not restricted to Washington, but there the blight is unusually serious. Architect Peaslee, who probably can be credited with un-baying more Capital houses than anyone else, effected this change for approximately \$8,000. The building at right is an exact counterpart of the other before it was remodeled

ONE OF A ROW OF HOUSES, WASHINGTON, D. C. HORACE W. PEASLEE, ARCHITECT



Courtesy, Atlantic Terra Cotta Co.



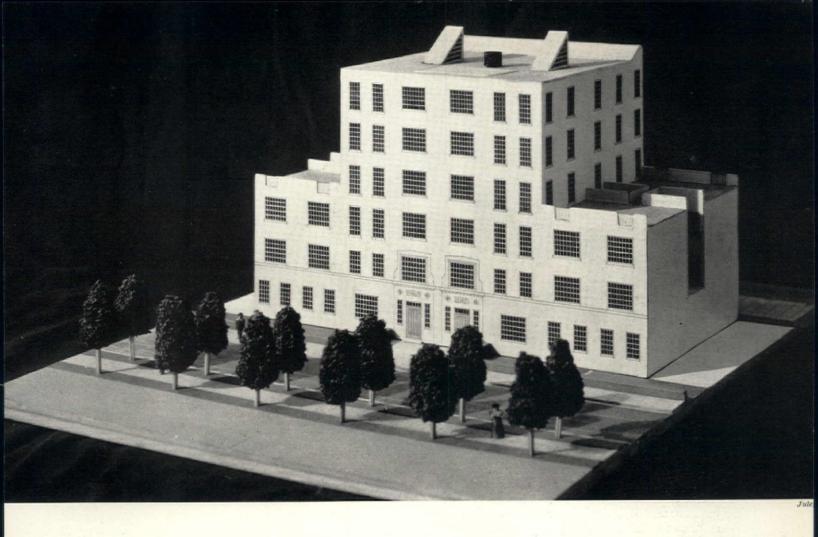


FIRST FLOOR PLANS

BEFORE

Six hundred filled seats make a better showing on the balance. sheet than a thousand mostly empty, especially when part of the space can be changed to rentable store area. The old Keystone on upper Broadway changed its name to Carlton, and its face to terra cotta. Discarding its old interior for a new one, it was air conditioned, and re-equipped for \$50,000

KEYSTONE THEATER, NEW YORK, N. Y. RAYMOND IRRERA, ARCHITECT



REGIONAL RESURRECTION

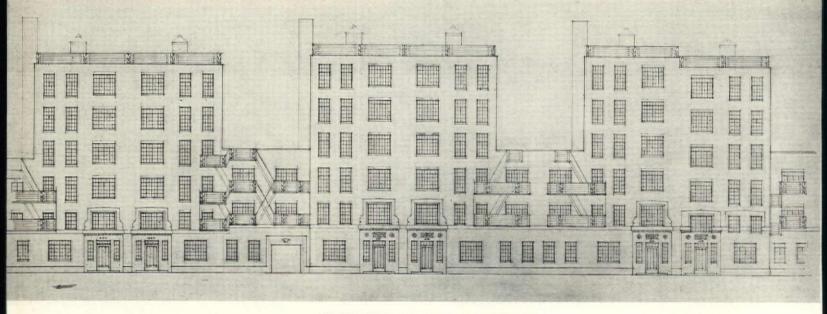
. . . without demolition. Architect F. Burrall Hoffman presents a strong argument for conservation of residual capital values through remodeling

In 1920 Governor Smith's Reconstruction Committee under the chairmanship of Clarence S. Stein held a competition to secure plans for remodeling the tenement areas of New York City's lower East Side. The result seemed to show that under existing conditions such remodeling could not be successfully carried out to yield rentals commensurate with the then standards.

In the decade ensuing all the proponents of minimum priced housing in New York have confined themselves to the effort to provide new buildings in these congested areas. Conditions since 1920, however, have changed in one very important and overlooked aspect. The Multiple Dwelling Law passed in 1929 and subsequently amended recognized that these buildings could not be replaced except over a long period and made such provisions for fireproofing, exits, toilet facilities, and courts as to set up entirely new techniques of alteration of all the older types of housing. It is only natural that the realization of this should take some time. Today architects have had time enough to explore some of these possibilities and to set up proposals for remodeled housing which are worthy of very serious consideration. They are all the more worthy since savings banks with foreclosed tenement property have been notably successful in remodeling them and selling or operating them profitably.

Such a one is illustrated on the following pages. Architect Hoffman selected for his study two blocks of the city which had geographical and environmental advantages. The two blocks are near enough to a business district employing cheap labor to make it possible for many of the tenants to walk to their jobs. They are also sufficiently close to major transportation facilities to afford suitable housing to those who may have to travel a considerable distance to work. This situation therefore avoids the pitfall of attempting to appeal to a limited list of potential tenants. Further environmental advantages lie in the nearness of both primary and high schools, and in the presence in the area itself of a successful modern low rental building and an equally successful remodeled apartment house. Both of these rent for more than the desirable minimum, but they show that the neighborhood has some social prestige.

The total number of buildings comprised within the proposed operation is 85. Of these it is proposed to remove sixteen and remodel the remaining 69. At present, in these 85 buildings there are 3,130 rooms housing a



ELEVATION FROM COURTYARD

The slight irregularities in the above elevation are due to the fact that these are actual buildings in which it would be foolish to try for the same degree of symmetry that would be present in new construction

population of 2,385. Twenty-four per cent of the apartments are vacant. The average rent at the present time is \$5.35, not including heat or hot water. Allowing a reasonable amount for these two expenses the real rent is approximately \$7 per room per month. There are also 144 stores, of which 27 per cent are vacant.

The total assessed valuation of the property in 1934 is \$1,696,000. There are mortgages to a total of \$1,089,028. The arrears of taxes at the present time total \$22,772. Eighty per cent of the houses which were built about fifty years ago are listed as in bad condition.

The proposed remodeling consists in removing completely sixteen of the existing structures to form a cental park area. Of the remaining houses every third one is taken down to the level of the third floor to provide light courts for the remainder. All the buildings have their entrances reversed to face on the central park area

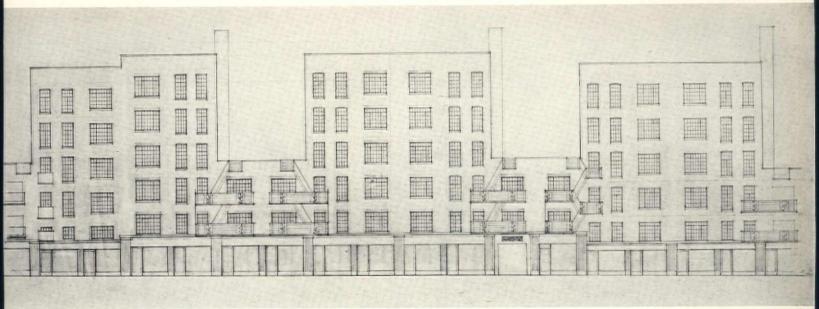
and have service entrances only on the boundary streets. The central stairs in the truncated houses are removed to provide still other courts for lighting purposes. The remaining floor space within these units is divided and incorporated in the lower floor space of the adjacent units. The plans show the details of this arrangement.

The resultant accommodations consist of 2,556 rooms and 61 stores. These rooms are divided into 95 five-room, 208 four-room, 367 three-room, and 64 two-room apartments. The rentals that these will command, allowing different degrees of vacancy, will be found in the financial set-up.

It is proposed to finance this operation with PWA funds in the form of a loan of 70 per cent of the total cost of the operation and a 30 per cent outright grant. The carrying charges are taken as comprising taxes on the 1934 assessed value for six months, at a rate of 2.72, plus interest at 4 per cent on the cost of acquisition (assessed valuation)



The courtyard as it is now. The new courtyard will be more than twice this size due to the removal of some of the buildings



ELEVATION ON BOUNDARY STREETS

Turning the buildings around so that they are all entered from the courtyard has the advantage of allowing all service, garbage and ash removal, etc., to be done without interfering with the entrance and exit of the tenants

for six months and interest at 4 per cent for three months on the difference between this cost and the total PWA loan. The item for taxes is based on 2.72 rate on the 1934 assessment with an allowance for the demolished buildings. No increase in assessed valuation is contemplated.*

Operating expenses are figured with two units as a basis as the heating and hot water plants will be centralized for two units only. Full janitor service for each such two units is included. On a yearly basis these costs are:

Janitor					7.0				16								\$900
Light									*			+	4				- 80
Water																	200
Insurance					,			,	4								18-
Coal				. ,											,		1,200
Repairs, etc		e			 ,	٨			-			٠					410
Painting																	
Total																	\$3,400

* Possibly not a justifiable assumption.-Ed.

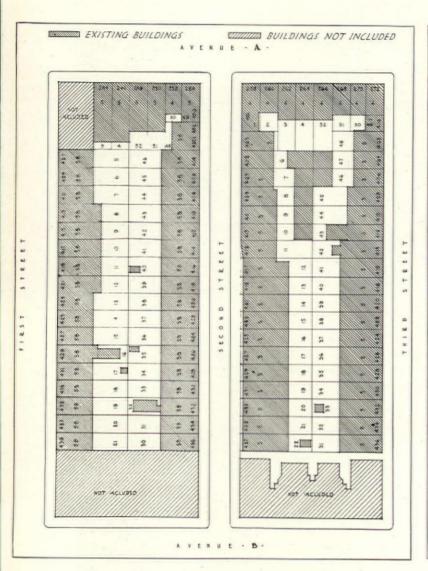
There being 122 rooms in the typical unit this is an operating cost of \$28 per room per year.

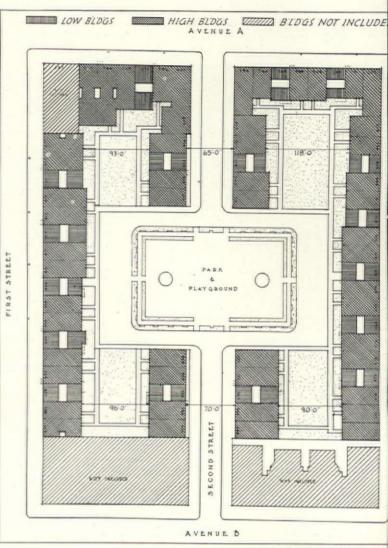
The store rental figure used is less than that now prevailing in the existing stores. This will allow for any delay in renting these stores after the alteration is completed.

The specifications contemplate the usual structural necessities incident to an operation of this kind. Further details are the use of steel stairs with slate treads throughout, steel casement windows throughout, and kalamein doors and bucks for all openings into stairs. It is proposed to use tile flooring in all stair halls, entrance halls, and vestibules. Also for all bathroom floors and wall tile for a 4 ft. wainscot. Marble wainscot is proposed for the vestibules. All bathrooms are to have ventilating ducts. The plumbing is to be new throughout using brass pipe for all hot water lines. The store fronts are to be of alumi-

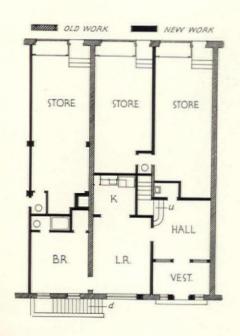


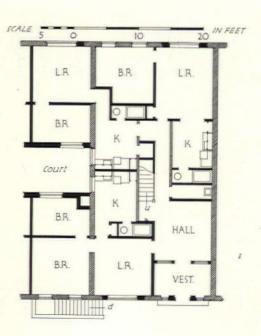
Another view of the present condition. Aside from the bad conditions of light and air the psychological effect is depressing in the extreme

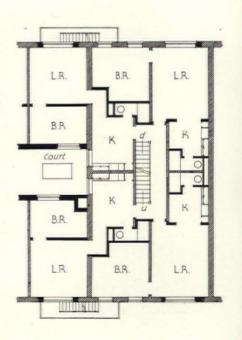


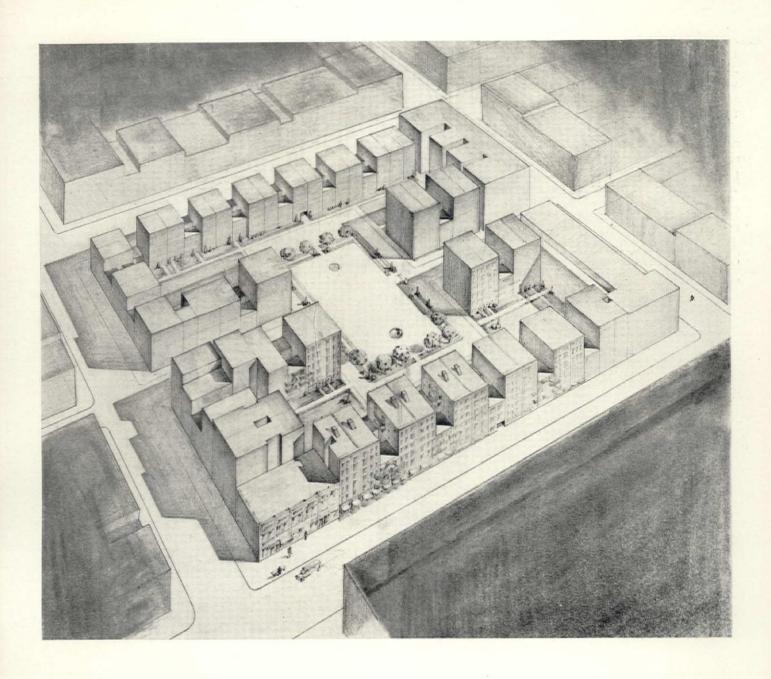


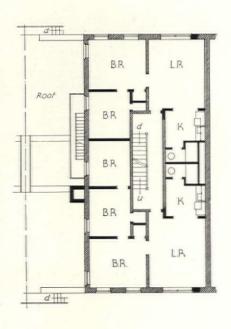
The plans are in general self-explanatory. Some may object to the arrangement by which it is sometimes necessary to go through one room to get to another, but even this compromise with ideals leaves great improvement over present conditions in similar buildings











The airplane perspective shows more clearly than anything else possibly could the entire change in the environment afforded by an alteration of this kind. It would not take many such operations so to change the entire neighborhood that the rest would follow the lead as a matter of sheer economic necessity. On the other hand the change is not so great or so expensive that there is nothing left to do with the other buildings in the district but to sell them as plottage for more elaborate types of development. Yet these remodeled apartments rent for less than could any new ones on the same site

num moldings over a slate plinth with slots for awnings. For the sake of uniformity the awnings will be provided. All electric work will be entirely new and the kitchens will be provided with proper dressers and cupboards. Bathrooms will be enameled and everything will be given two coats of paint.

The cost of construction is based upon the same unit as the cost of maintenance. This unit of 122 rooms and six stores is made up of two of the original buildings plus two halves of the buildings lowered in height. The costs are:

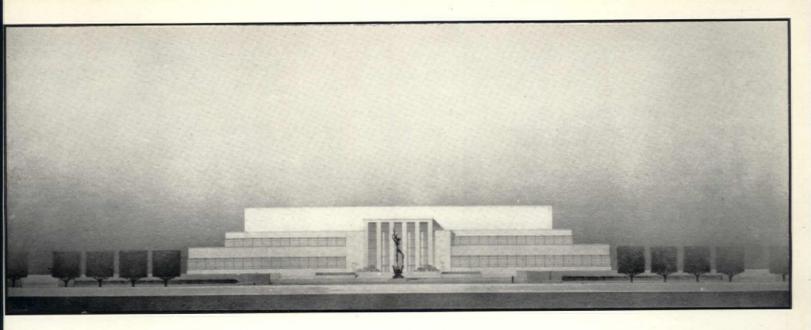
General Heating Plumbing	\$15,190 3,000 5,372	\$16,675 1,750 3,655	\$31,86: 4,750 9,023
Totals	\$23,562	\$22,080	\$45,642
Cost per room (122 rooms) \$374.11. Total cost of the operation (store equals Cost of demolition, sidewalks, street pay Materials Labor.	ing, plantin	1,001,900, eg, etc.: \$20,000 40,500	
Total		\$60,500	
This makes a grand total cost of \$1,06.	2,400.		

The labor figures given above are based upon the use of union labor in all cases. The costs given have been checked by at least one experienced builder and found to be about right.

Cost: Land and buildings \$1,696,000 Labor and materials 1,062,400 Carrying charges Taxes — six months \$23,000 Interest 67,370 Commissions 55,000	Financial Set-up	
Labor and materials	Cost:	
Labor and materials	Land and buildings.	\$1,696,000
Carrying charges \$23,000 Interest 67,370 Commissions 55,000 145,370 Total \$2,903,770 318,700 PWA Loan \$2,585,070 Annual Charges: \$103,400 Interest 4% on loan \$103,400 Amortization — 1.35% 34,900 Taxes 44,500 Operating 71,600 Management 5,000 Total \$259,400 Income: Sixty-one stores at \$50 to \$70 per month 45,300 Balance to be derived from rents \$214,100 Rent per room per month 100 per cent rented \$6,98	Labor and materials.	
Taxes — six months \$23,000 Interest 67,370 Commissions 55,000 Total Deduction — Grant of 30% of labor and materials \$2,903,770 318,700 PWA Loan \$2,585,070 Annual Charg :s: Interest 4% on loan \$103,400 Amortization — 1.35% 34,900 Taxes 44,500 Operating 71,600 Management 5,000 Total \$259,400 Income: Sixty-one stores at \$50 to \$70 per month 45,300 Balance to be derived from rents \$214,100 Rent per room per month 100 per cent rented \$6,98	Carrying charges	1,002,400
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Deduction — Grant of 30% of labor and materials 318,700 PWA Loan \$2,585,070 Annual Charges: Interest 4% on loan \$103,400 Amortization — 1.35% 34,900 Taxes 44,500 Operating 71,600 Management 5,000 Total \$259,400 Income: Sixty-one stores at \$50 to \$70 per month 45,300 Balance to be derived from rents \$214,100 Rent per room per month 100 per cent rented \$6,98	Total	\$2.903.770
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Annual Charges: Interest 4 % on loan . \$103,400 Amortization — 1.35 % . 34,900 Taxes . 44,500 Operating . 71,600 Management . 5,000 Total . \$259,400 Income: Sixty-one stores at \$50 to \$70 per month . 45,300 Balance to be derived from rents . \$214,100 Rent per room per month 100 per cent rented \$6,98		310,700
Annual Charges: Interest 4 % on loan . \$103,400 Amortization — 1.35 % . 34,900 Taxes . 44,500 Operating . 71,600 Management . 5,000 Total . \$259,400 Income: Sixty-one stores at \$50 to \$70 per month . 45,300 Balance to be derived from rents . \$214,100 Rent per room per month 100 per cent rented \$6,98	PWA Loan	\$2,585,070
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Amortization — 1.35% 34,900 Taxes 44,500 Operating 71,600 Management 5,000 Total \$259,400 Income: Sixty-one stores at \$50 to \$70 per month 45,300 Balance to be derived from rents \$214,100 Rent per room per month 100 per cent rented \$6,98	Interest 4% on loan	\$103,400
Taxes	Amortization — 1.35%	
Operating	Taxes.	
Management 5,000	Operating	
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Income: Sixty-one stores at \$50 to \$70 per month	Total	\$259,400
Balance to be derived from rents	Income:	
Rent per room per month 100 per cent rented \$6.98	Sixty-one stores at \$50 to \$70 per month	45,300
Rent per room per month 100 per cent rented \$6.98	Balance to be derived from rents	\$214 100
The second secon	Rent per room per month 100 per cent rented \$6.98	Q. 17,100
Kent per room per month 90 per cent rented \$7.76	Rent per room per month 90 per cent rented \$7.76	

View in the courlyard. This is certainly in marked contrast to the photograph of the existing condition







John A. Holabird

FLEXIBILITY, SIMPLICITY

AND

ACCESSIBILITY



John W. Root

... as concomitants of a strong, organized scheme won Chicago Art Institute Competition for Architects Holabird & Root

In the Artless Eighties Holabird and Root were names to conjure with. The firms of Holabird & Roche and Burnham & Root were strong men of the West, leaders of American architecture. Again, today, in the Thrifty Thirties Holabird and Root are in the forefront. Now the sons of the old rivals are partners — in a firm that lists among its achievements half a dozen of the most modern buildings in the country.*

It surprised no one, therefore, that in the competition for the design of the new Art Institute of Chicago Holabird & Root offered a modern design. It was surprising to some, however, that the jury awarded the commission on the basis of a modern scheme. The most important aspect of a museum, however, is its plan and no jury could afford to allow preconceived ideas of design to stand in the way of accepting the best plan solution, certainly not a jury which had professional members such as Adler and Saarinen.

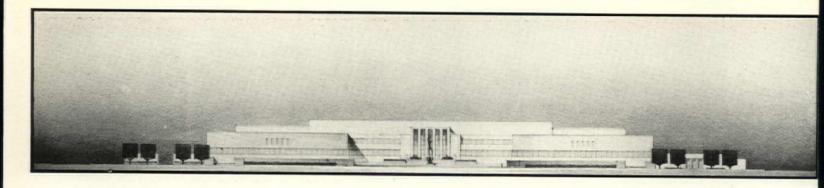
No easy problem confronted the seven competitors. The original building on the west side of the Illinois Central Railroad tracks is connected with the McKinlock Memorial Court on the east side. At the north of this stands the Goodman Memorial Theater. It was desired that neither of these two units should be destroyed though the theater might be changed in exterior appearance. The railroad tracks are wide at this point and all connections between the

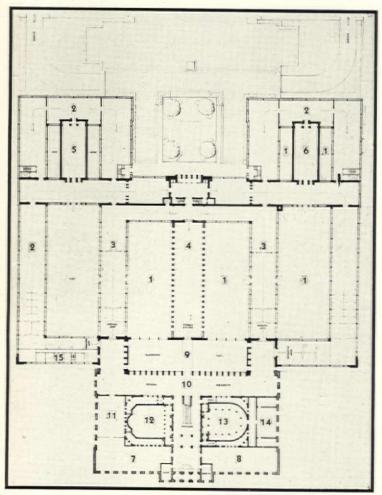
* Chicago's Board of Trade, Palmolive and 333 North Michigan Avenue Buildings, A. O. Smith, Forest Products Laboratory, North Dakota State Capitol. west and east sides of the property have to bridge them.

It was a further condition of the problem that the whole should be so planned that a portion thereof, denominated Unit A, might be constructed at once and present the aspect of a complete building in itself. It was also desirable that certain basement walls already built on the east side should be used if possible. Beyond a statement of the proper allocation of space no other indication of the desired solution was given.

Little more could be said of the premiated solution than is contained in the summation of the jury, commending it for its "strong organized scheme, its flexibility, its simplicity and its accessibility." The plans, as all good plans should, speak for themselves. The design of the exterior is an ineluctable outcome of the plan. Only in one particular, the long line of horizontal windows, is there any evidence of predisposition. This is an experiment in museum lighting which will be watched with interest. The sole ornamental motive of the main entrance is noteworthy for the conclusiveness of the space composition.

The jury of award had David Adler as Chairman and consisted of Potter Palmer, President of the Art Institute, Frederic Clay Bartlett, Robert Allerton, Eliel Saarinen, Dr. Robert B. Harshe, Director of the Art Institute, exofficio, and Louis Skidmore, Professional Adviser. They have the distinction of being the first American jury to award the prize in a major competition to a really modern design.





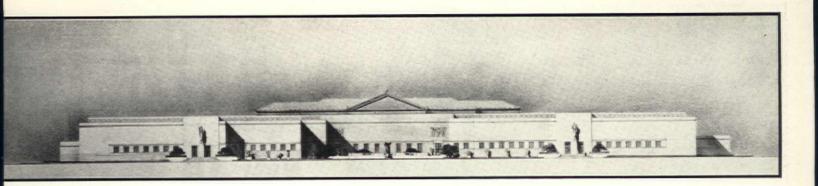
FIRST FLOOR PLAN

SECOND AND THIRD FLOOR PLANS

WINNING DESIGN, ART INSTITUTE OF CHICAGO HOLABIRD & ROOT, ARCHITECTS

Legend: 1. Court, 2. Decorative Arts, 3. Oriental Arts, 4. Current Exhibits, 5. Hall of Armor, 6. Hall of Tapestry, 7. Classic Art, 3. Egyptian Art, 9. Blackstone Hall, 10. Special Exhibits, 11. Children's Museum, 12. Fullerton Hall, 13. Emerson Library, 14. Burnham Library, 15. Administration, 16. Galleries, 17. Prints, 18. Offices.

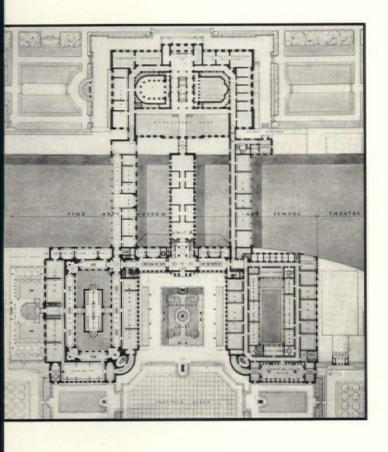
The motor entrance under the main entrance is reached by the ramps at either side. Parking space is provided below the terrace. As the level of the McKinlock Court is the same as the basement floor this will provide an entrance arrangement of great beauty, while the open court surrounded by terrace will be equally attractive viewed from above.

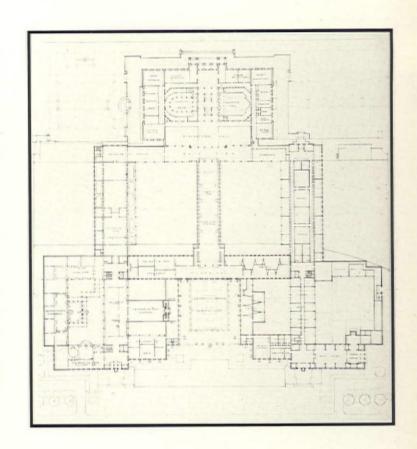


BENNETT, PARSONS & FROST

ARCHITECTS

CHICAGO

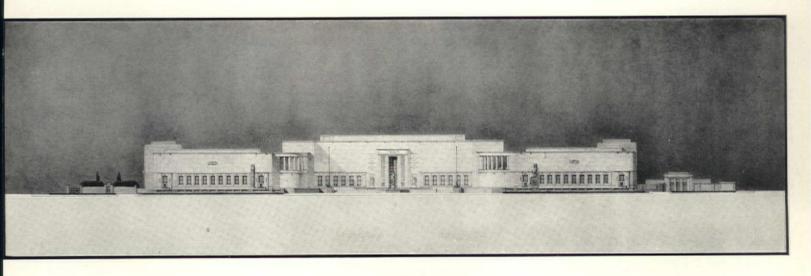


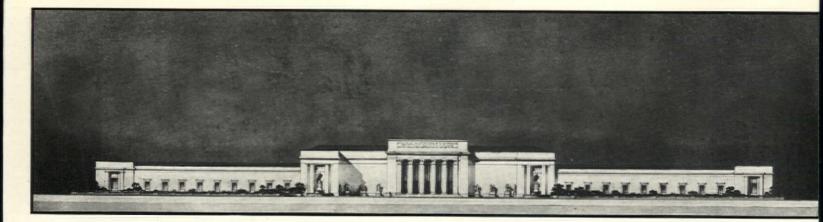


PAUL PHILIPPE CRET

ARCHITECT

PHILADELPHIA

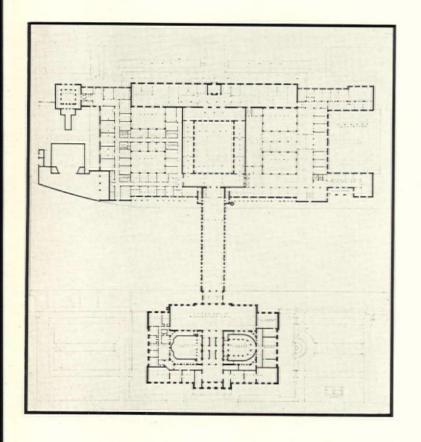


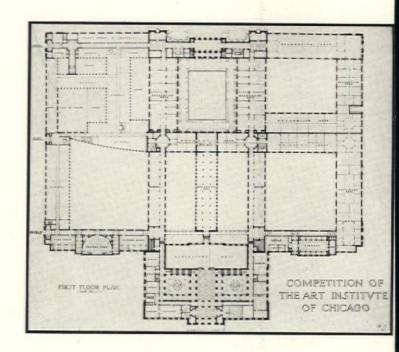


DELANO & ALDRICH

ARCHITECTS

NEW YORK

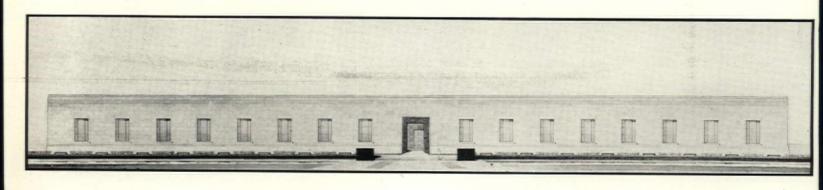


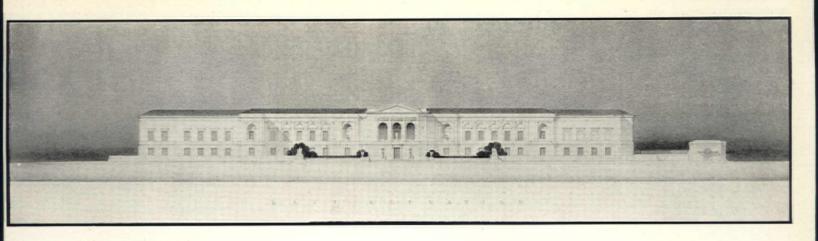


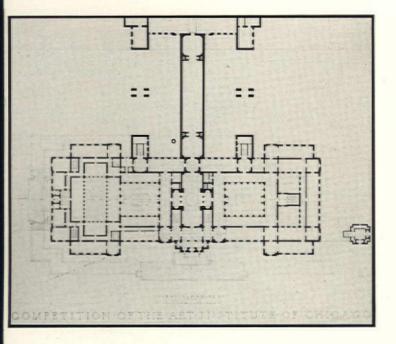
ERNEST GRUNSFELD, JR.

ARCHITECT

CHICAGO







JOHN RUSSELL POPE

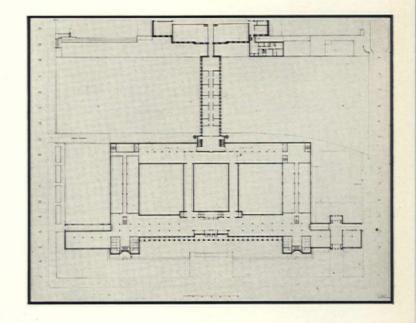
ARCHITECT

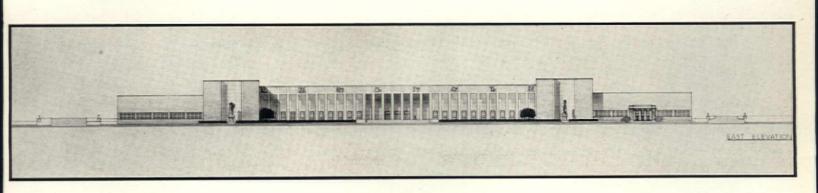
NEW YORK

RALPH THOMAS WALKER

ARCHITECT

NEW YORK





"HORS de CONCOURS"

WITH KENNETH MURCHISON

Two months ago I wrote what I thought was my swan song as the conductor of the "Hors de Concours" department. But my public — God bless 'em — deluged the editors with fan mail in the form of canceled subscriptions — so here I am back again.

There's nothing like announcing a half dozen times that you're quitting or retiring, and then popping back stronger than ever. Babe Ruth does it. And all Shake-spearean actors have to make at least seven farewell tours before entering the Old Thespians Home. (Which suggests, incidentally, how about an Old Architects Home?)

So until further notice, either from me to you, or from my bosses to me, I'll be Hors de Concouring when you least expect it.

I see by the papers and I hear from every architect I meet that the Treasury Department has just dropped the back-breaking straw on the profession in the form of a ruling that private architects will get no Federal buildings to do. Perhaps it's just as well, because it was just a question of time before some strong-minded fellow would rock back on his heels and tell the Treasury what it could do with its 2½ per cent jobs. The best anybody could do under that system was to break even. Now I understand the boys will be paid salariès for their pictures and plans, and have no worries on Fridays about where to scrape together enough money to pay off the office help.

The Washington gossips tell me that 99 per cent of the new Dirty Deal for architects can be traced to Ickes, the three-headed ogre.* He was already lukewarm to us last Spring, but echoes of the righteous indignation that shook the galleries of the A.I.A. convention last June reached him through his OGPU.

"So that's what architects think about me, is it?" he said to himself. "Well, they'll think a whole lot worse before I get through."

And from the things I hear said about him, he certainly has foresight.

A COUPLE OF EXPERTS

But architecture is filled with rays of hope. And if the National Housing Act turns out as advertised, it will be more in the nature of a full-fledged dawn than a ray.

But architects will have to do better about understanding it. Listen to a couple of them talking it over —

Architect A: Well, what do you think about this National Housing Act?

Architect B: It's quite an act, all right.

Architect A: It certainly is. What I can't make out is whether the government lends 80 per cent of the money

*Secretary of the Interior, Public Works Administrator, Oil Administrator—in case you missed it.

for remodeling and guarantees 20 per cent of the cost, or whether

Architect B: No, it's this way. You put up 20 per cent, the government comes along and guarantees that, and then you take it to your local banker and he discounts it.

Architect A: Well, where does slum clearance come in? Architect B: Oh, slum clearance. The HOLC takes care of that with these guaranteed mortgages. It's a New idea one of the brain trust thought up. It's a sort of New Deal in the mortgage structure of the country.

Architect A: The mortgage structure?

Architect B: Certainly, the mortgage structure. There's been entirely too much flim-flamming, and speculating with other people's money, and so that's going to have a New Deal too.

Architect A: Sounds good, but I think I'll go back and finish an alteration I'm doing.

Architect B: Alteration? I didn't know you had anything in the office.

Architect A: Yea, I'm taking my name off the door.

OUR FRIEND, FRANKLIN

The good old practice of cultivating the lady of the house is still to be recommended. Take the case of Eric Gugler. Mrs. Roosevelt went and ordered some of those all-cut-up-and-ready-to-be-nailed-together houses for her subsistence homestead project down in the West Virginia coal mines. When they arrived, they didn't fit together so well — so they did what they should have done in the first place, called in an architect. It was Eric.

Apparently he caught the lady's fancy, for a little while after that her husband wanted to have a wing tacked on to his house — and Eric got the job. And more than that, before he sailed away for the land of the leis, pineapples, and surfboards he gave us the best publicity we've had since Jefferson was elected President. He said he wasn't afraid Eric would "build some strange new Gothic tower or a factory building or a replica of the Kremlin or the Potsdam palace."

"Architects," he said, and I bulged with pride as I listened over the radio, "are men of common sense."

Now, if only he had a little influence with Ickes and Morgenthau, we'd get somewhere in Washington. But better than that, maybe his wife will put in a good word for us.

BITTER PILL

Architects have proved time and time again they could take it — but now a blow has fallen worse than all others. The newspapers have been very nice to us, saying Hitler used to be a house painter — but the truth is — he was an architect!

Historic American Buildings

Nowhere is the life of a people better exemplified than in its architecture. Long after all other products of the imagination have almost completely disappeared the buildings of an era remain as eloquent testimony to the social, economic, and political tendencies of their occupants. When new architectural material becomes available the historian and the student of history scan it avidly for the new knowledge that it may yield.

The architect, whether classicist or modernist, is of necessity a student of the history of his own people. Whether he is attempting to re-create the historic past in our own day, or trying to blaze new trails that shall lead to a newer and better architecture of the future, he cannot help but be keenly interested in new historical data.

It is, therefore, gratifying to know that the United States government has recognized this and, as a part of its relief work, organized and carried through a survey of those historic American buildings of which no adequate records exist. Directed by Chief Architect Thomas C. Vint of the Branch of Plans and Design of the Office of National Parks, Buildings and Reservations, with the advice of an advisory committee composed of architects and historians of architecture, the work has been done in a manner to make the results peculiarly valuable for architectural use. In fact the guiding principle has been to make the records so explicit that, in the event of destruction, any building might be re-erected from them. In every case the greatest of care was taken to avoid reduplicating records already in existence.

Through the courtesy and cooperation of the Department of the Interior and the Library of Congress these examples and others to come are presented by The Architectural Forum with the hope that they may be useful as additional source material for the future American architecture.

Liberty Hall · · · Frankfort, Kentucky

Thomas Jefferson, Architect

Castlewood · · · Madison County, Kentucky

Gideon Shryock, Architect

Historic Americans

Realizing that an interesting building is made still more interesting if one knows something of the man who designed it, the Historic American Buildings Survey has taken considerable pains to discover the designer or architect of each structure recorded. Where there was any doubt about the ascription every effort has been made to verify it or to give a valid authority.

Thus the ascription of Liberty Hall to Thomas Jefferson as architect rests upon a family tradition. The present occupant of the house, a great granddaughter of the man for whom it was originally built, states that the family has always understood that Jefferson designed it for his friend and law pupil.

While the design does not much resemble the Jefferson to whom we are accustomed, the completion of this house in 1796, a verified date, would place it in the period before he started his adaptations of classic temples to domestic architecture. No better documentary evidence exists to show that he designed half the buildings ordinarily accepted as by his hand.

The attribution of Castlewood to Gideon Shryock is apparently indisputable. The date given for its erection, 1825, seems a little early as Shryock had just completed his studies in 1824 and was working on the competition for the Kentucky Capitol in 1826.

Thomas Jefferson, Architect

1743-1826

Jefferson's accomplishments in politics, education, and law cannot prevent us from considering him as an architect. Though not a professional in the ordinary sense neither may he be dismissed as a talented amateur. At William and Mary his mathematics professor, Dr. Small, inculcated in him that severity of mathematical reasoning that later led to his study of the classic antique as a source of inspiration. His first recorded design, a dependency of the later Monticello, was completed before his marriage in 1768. In 1779 sketches, made while Governor of Virginia, for remodeling the Governor's palace at Williamsburg already show the classic temple adapted to other uses. The model made in 1785 in collaboration with Clérisseau for the new Virginia Capitol in Richmond, based upon the Maison Carrée at Nîmes, is the first adaptation of a classic temple erected before about 1830. The present Monticello was finished about 1808. In his work, with Latrobe, on the University of Virginia he was assisted by one of the earliest female draftsmen of record, his granddaughter Cornelia Randolph.

Gideon Shryock, Architect

1802-1880

Shryock was one of the earliest of the native born, natively educated professional architects of this country. At the age of twenty-four, a bare two years after he had finished his studies with William Strickland, a friend suggested that he should enter the competition for the design of the new Capitol of Kentucky at Frankfort. He finally allowed himself to be persuaded and was awarded the commission. The building was completed in 1829 and placed him among the front rank of the architects of the time. Later he became, under the influence of Jefferson's work, "The Apostle of Greek Classicism in the West." He is described as being always serious minded and industrious, a devout Baptist. His popularity as an architect, which got him such commissions as that for the Morrison Chapel at Transylvania, the "first college west of the Alleghenies," did not interfere with marriage and the begetting of ten children. Of these the eldest son succeeded him as an architect.



All photos, Theodore Web

Liberty Hall, Frankfort, Kentucky

Thomas Jefferson, Architect

LIBERTY HALL was completed in 1796 for the Honorable John Brown, a prominent lawyer of the period who had been a member of the Continental Congress as well as of the First and Second United States Congresses. It is now in the possession of his great granddaughter, Miss Mary Mason Scott.

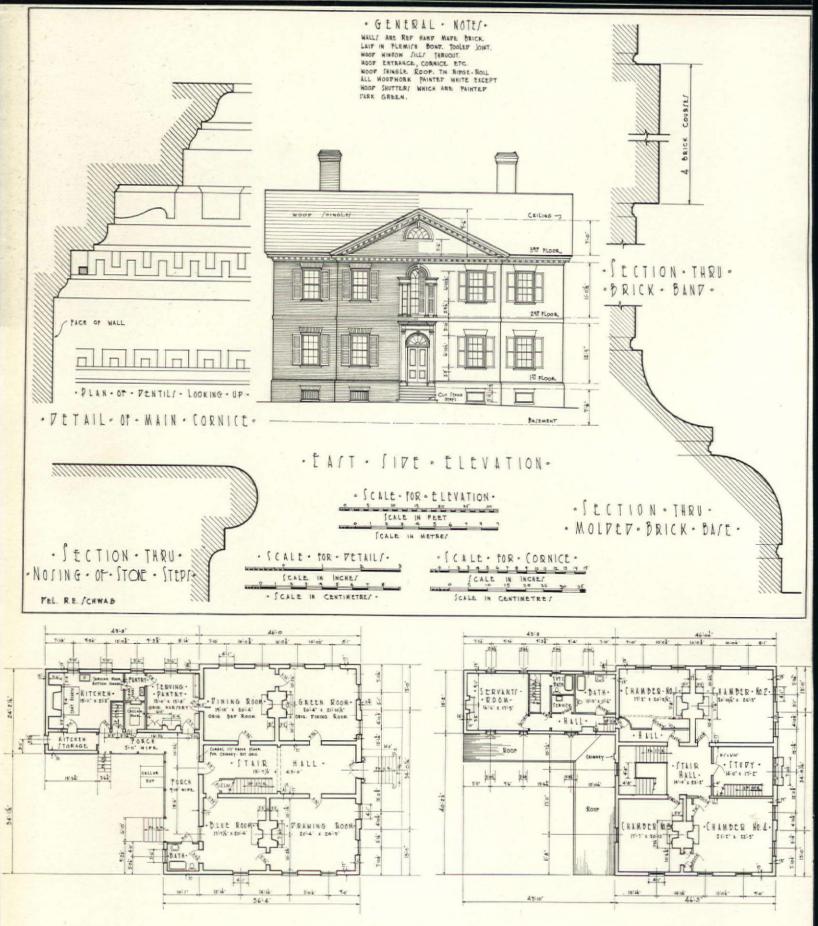
The brick from which the house was erected were burned on the site, and the glass for the windows was transported on muleback over the Allegheny mountains from Philadelphia. Unlike other less fortunate relics of the period, the house has suffered few alterations and those have been carefully recorded by the family.

In 1814 the ball room was somewhat changed. The stair to the attic was altered in 1833. A bathroom was added to the guest room about 1837. In the same period changes were made in the cellar entrance and to the store room off the kitchen. A cornice

was added to the present dining room in 1884, and panels added under the windows in the green room and drawing room in 1908 and 1918.

Otherwise the house looks today as it did when it was first completed. The careful study of the mass composition is evident while the pediment crowned center pavilion is unusual in that it was not generally to be found in the Virginia houses of that particular time.

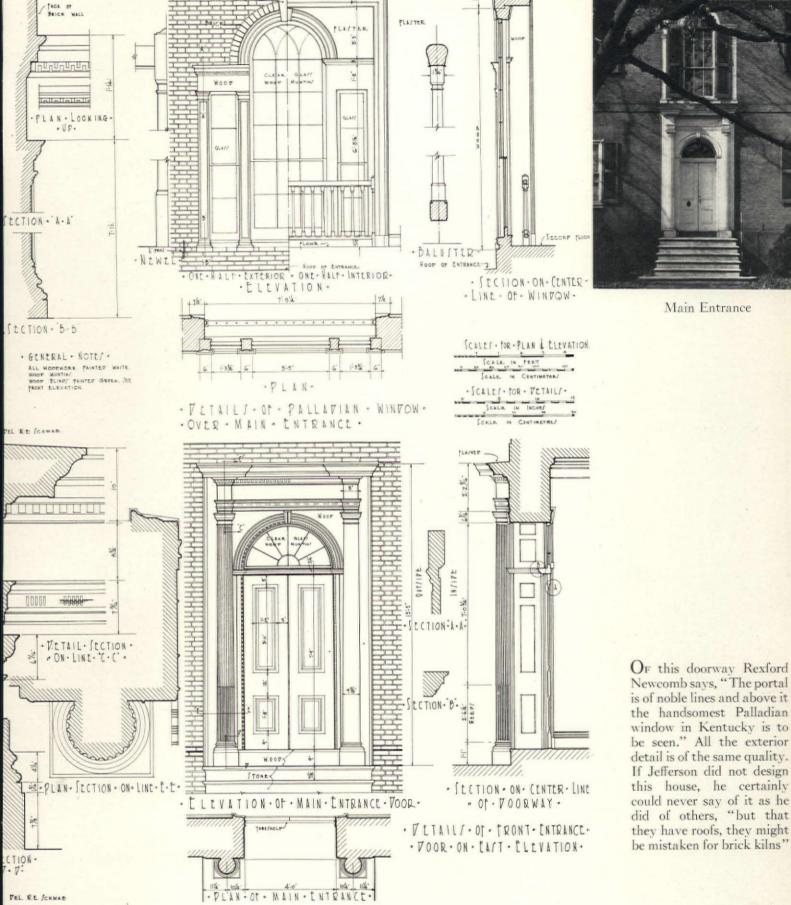
As did all public men of the day, John Brown entertained lavishly and often, and the plan of the house is obviously influenced by that fact. At one time or another many of the leaders of the day broke bread with the owner. James Monroe, General Harrison, General Jackson, and General Taylor, all to become Presidents, were among the number, while the old Marquis de La Fayette took tea there on his visit in 1825.



SCALES FOR PLAN-

Liberty Hall, Frankfort, Kentucky

Thomas Jefferson, Architect



is of noble lines and above it the handsomest Palladian window in Kentucky is to be seen." All the exterior detail is of the same quality. If Jefferson did not design this house, he certainly could never say of it as he did of others, "but that they have roofs, they might be mistaken for brick kilns"

Liberty Hall, Frankfort, Kentucky Thomas Jefferson, Architect

TEL. RE. SCHWAD

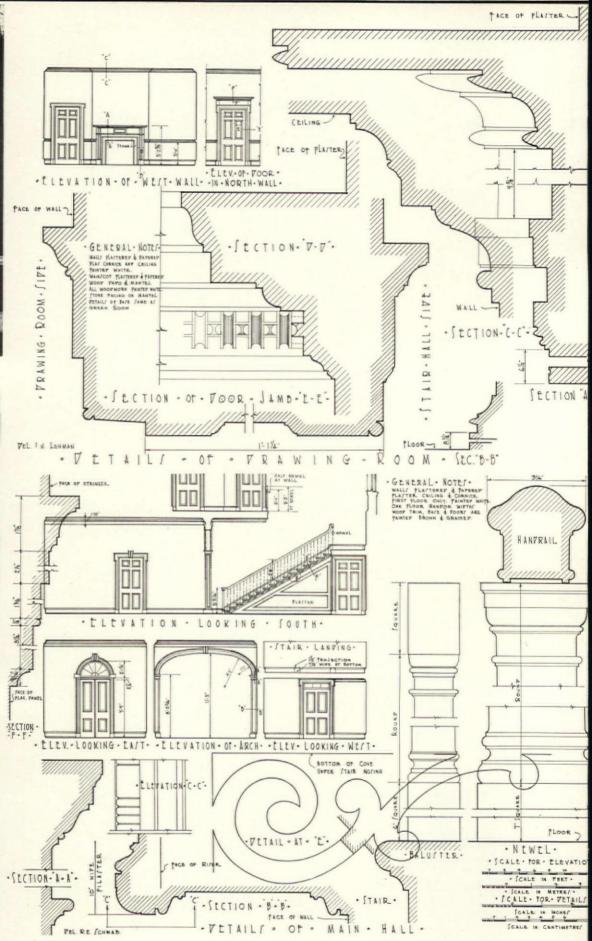


Window in First Floor



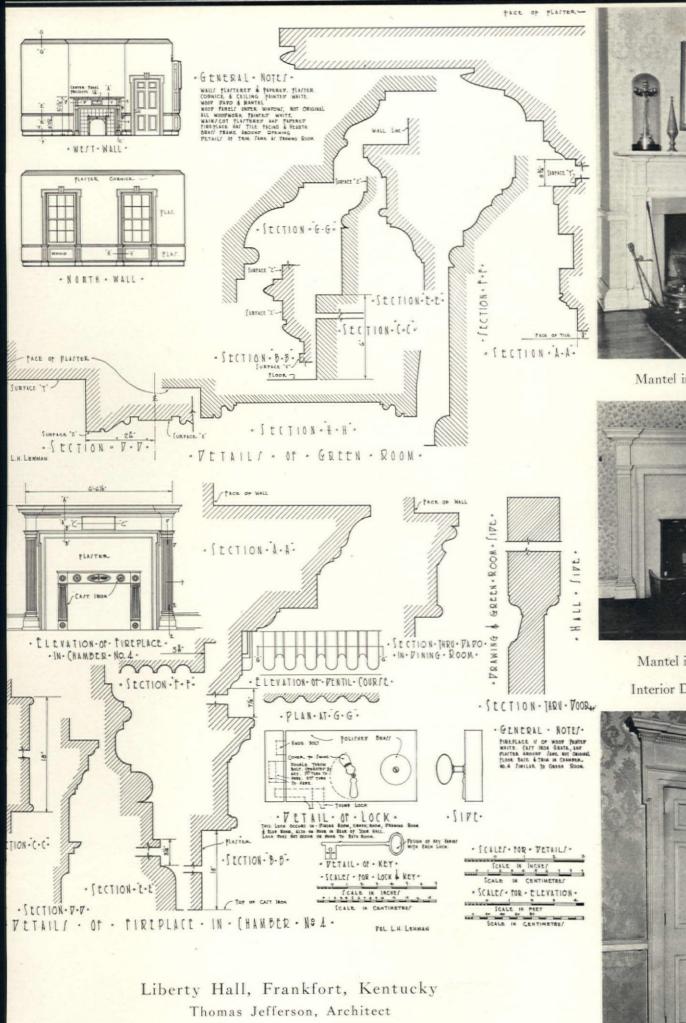
Interior of Entrance Door





Liberty Hall, Frankfort, Kentucky Thomas Jefferson, Architect

Historic American Buildings Surve





Mantel in Drawing Room



Mantel in Chamber No. 4
Interior Door in First Floor





All photos, Theodore Webb

Castlewood, Madison County, Kentucky

Gideon Shryock, Architect

Castlewood stands on Big Hill Road, four miles southeast of Richmond, Madison County, Kentucky, on a part of the tract of 15,000 acres surveyed and owned by Captain James Estill, formerly of the Continental Army. He, as a gallant pioneer in the West, had the misfortune to be killed by the Wyandotte Indians in 1782 near the site of Mt. Sterling, Kentucky, in what is known as the Battle of Estill's Defeat.

His five children seem to have been a quarrelsome lot. So much so that the land was the subject of litigation for over forty years. This internecine strife was finally settled, and about 1825 James Estill, Jr., built the present house. Since then it has been in the possession of the family for four generations though it is unoccupied at the present time.

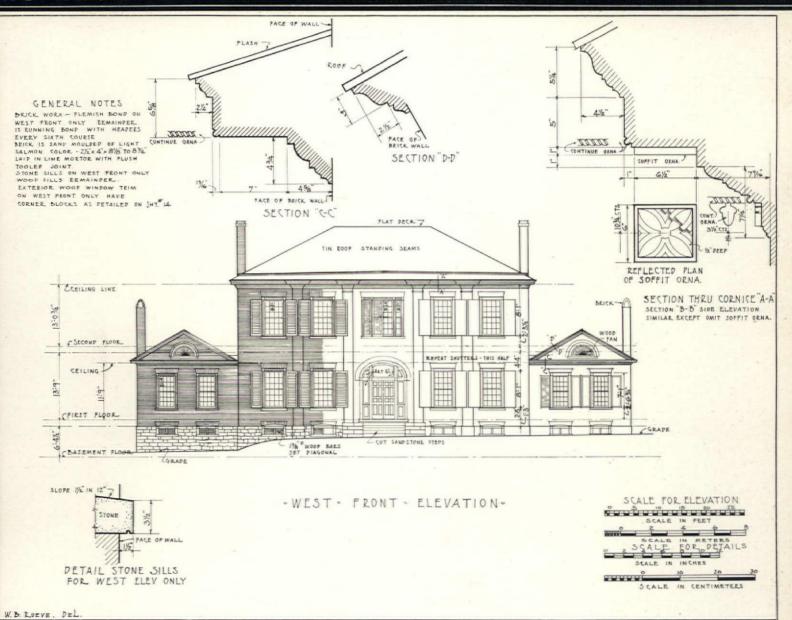
The present condition is good and there is no record of any alterations having been made since the original erection. As

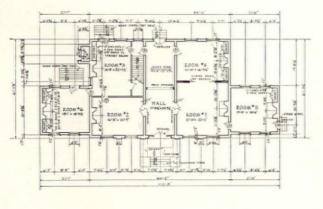
was usual at the period, the kitchen and servants' quarters are in a separate structure. The original log smoke house is also still standing in usable condition.

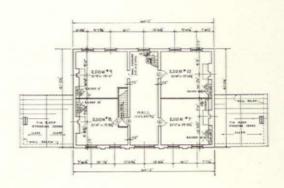
Castlewood is a fine example of the Georgian type of plan as carried out in America. The exterior design with its brick pilasters crowned by breaks in the cornice is also typically Georgian. The mass composition suffers, as do many other such, from the difficulty of relating the two small pedimented wings to a hiproofed main house in the same plane.

The original glass in the fan and side lights of the entrance doorway has disappeared, together with the leading that held it. There is no record as to the provenance of the brick of which the walls are built. It is highly probable, however, that it was burned at or near the site. There are no signs of there having been anything on the rather long entrance terrace.

HE ARCHITECTURAL FORUM MASTER DETAIL SERIES







SCALE FOR FLAN

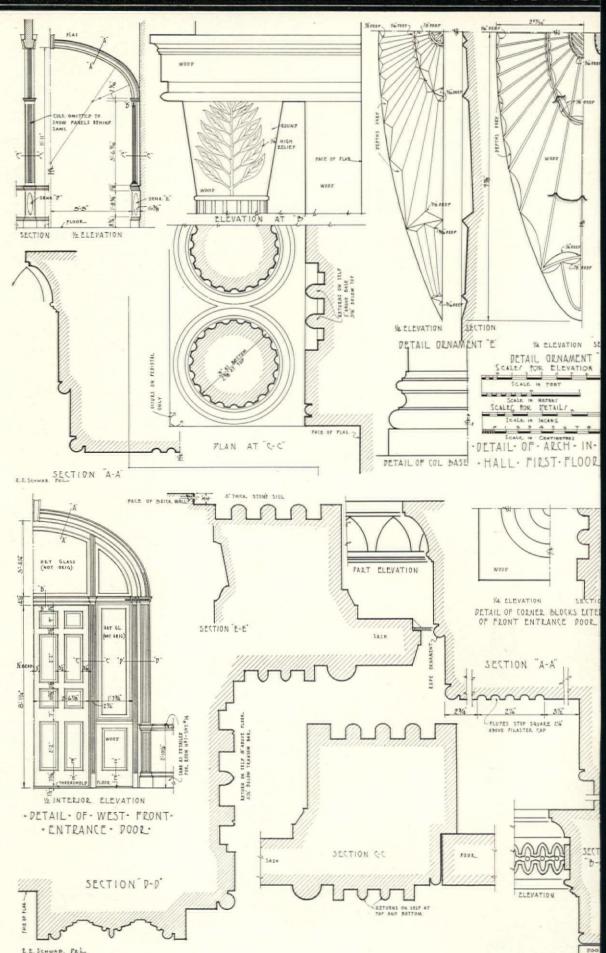
Castlewood

Madison County, Kentucky

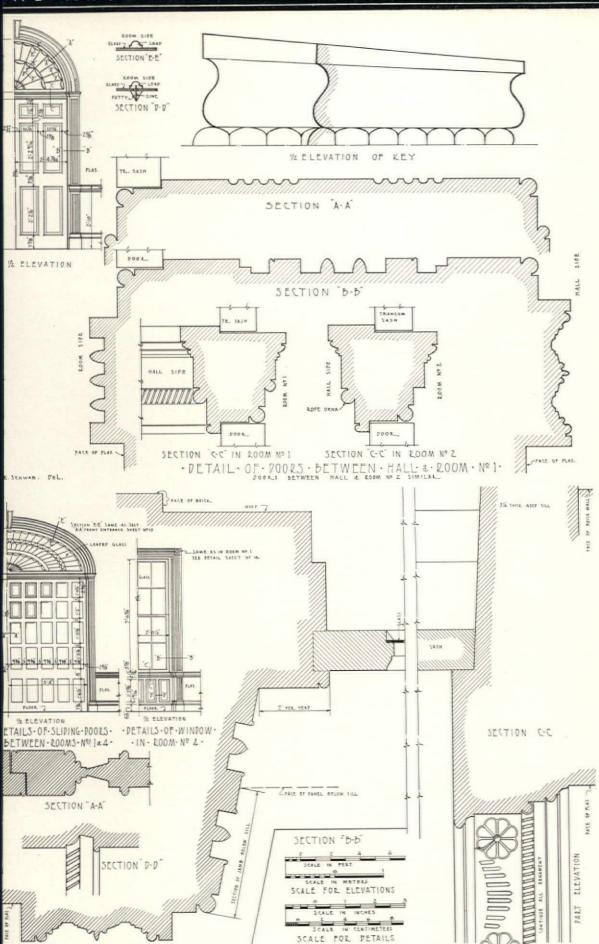
Gideon Shryock, Architect

Castlewood has very high ceilings which are peculiar in that there are no cornices whatever. The only break in the walls as a rule is a wood dado cap a few feet above the floor. This is all the more remarkable as the wood work was all done by a resident cabinetmaker. The peculiar ornament on the capitals of the columns in the reveals of the arch are repeated several times in the mantels

The resident cabinetmaker is probably responsible for the fact that there is much greater elaboration of carved moldings than is often found at this period. All the molding profiles are interesting as they are not, strictly speaking, designed in the same style as the motives of which they form a part, but show a foreshadowing of the Greek Revival. Note particularly the unusual height of the door itself. The total height, with the arch, is over 12 ft. and it is still well below the ceiling



Castlewood, Madison County, Kentucky
Gideon Shryock, Architect



The doors between the hall and the first floor rooms are not so colossal as the entrance, but they are unusual in having leaded fanlights above them. This is of course made possible only by the ceiling height. The horizontal moldings and the archivolts are more strictly Georgian than the pilasters. The cabinetmaker's powers of invention seem to have run out when it came to keystones for his arches, as they are all alike. Possibly the architect designed one for one door and the carver simply copied it for the others

The evidences that the carver of the moldings was not so sophisticated as the architect can be found in such things as the gouge cut ornament that runs along the wainscot cap. The pilaster-like panel in the window reveals is unconventional. The leading of the arch glazing is sufficiently stupid to have been added at a much later period, perhaps at the same time as the tactfully denominated "art glass" over the main entrance

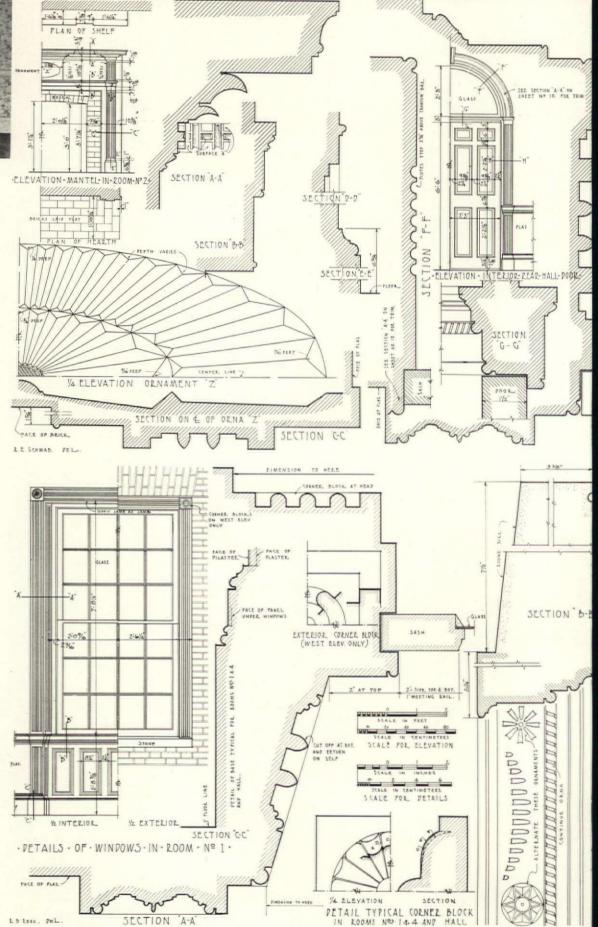
Castlewood, Madison County, Kentucky Gideon Shryock, Architect



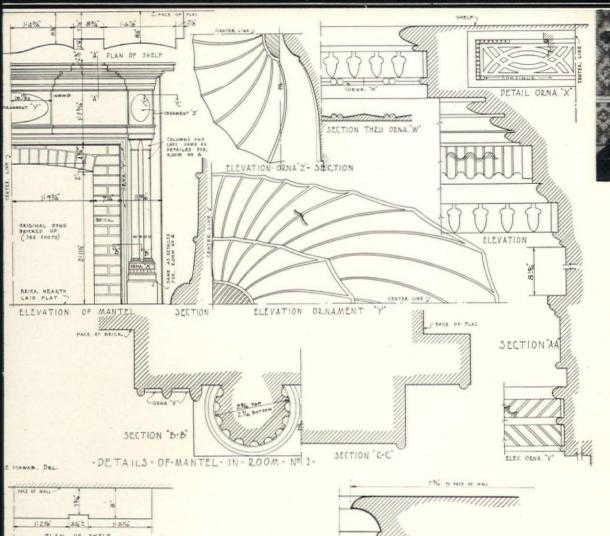
Mantel in Room No. 1

The colonnettes on this mantel have the same capitals as the columns in the entrance hall. So have those on the mantel in Room No. 4. The bases, however, have different ornaments in each case. These interiors must have been superb when the original furniture, made from English designs by the same cabinetmaker, was still in the house

Notice here that though the pilaster trims of the windows are the same as those shown in other drawings, the pilaster-like reveals are different. So is the ornament of the wainscot cap. Though much of the charm of such houses is to be found in the variation of detail, they are today almost prohibitive in cost



Castlewood, Madison County, Kentucky Gideon Shryock, Architect





Mantel in Room No. 2

This mantel and the one in Room No. 8 are very similar in general appearance and absolutely different in detail. In all these mantels the variations of the dentil course of classic entablatures are almost bewildering in their invention. Some of the various undershelf moldings look as though the maker had deliberately experimented with profiles to see what was the right way to do it

PLAN OF SHELF

SECTION C-C

SECTION D-D

SEC

It is too bad that there is no photograph of this mantel in Room No. 8. The drawing gives only an approximation of the effect of the little rope moldings and other refinements. The central ornament seems, at first glance, to be the same as that on the mantel in Room No. 2. Actually it is just enough different to produce the effect of similarity without being repetitious

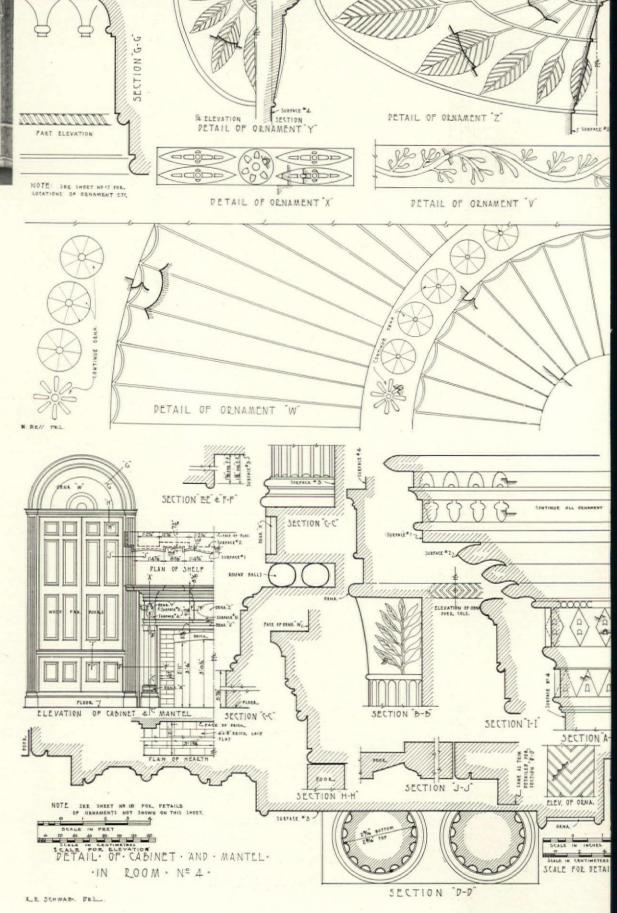
Castlewood, Madison County, Kentucky Gideon Shryock, Atchitect



Mantel in Room No. 4

The same little capitals turn up here again. Every other ornament, however, is different from anything else in the house. This is the high spot of elaboration. There is hardly a single unornamented or unmolded surface. Yet the effect is certainly not one of over ornamentation. On the contrary it seems at first sight to be a trifle austere. Note once more the tremendous height, relatively, of all the interiors

The unknown cabinetmaker who wrought so well
was certainly a very handy
man with a gouge. Here
he has done pretty nearly
everything that can be done
with that useful tool.
Throughout these interiors
one is never in doubt that
this is an American house.
The exterior might be in
England except for the trees
but that impression disappears once inside the
front door



Castlewood, Madison County, Kentucky Gideon Shryock, Architect

BUILDING MONEY

A monthly section devoted to reporting the news and activities

of building finance, real estate, management and construction

U. S. AGENCIES CONCERNED WITH BUILDING

So many and so varied are the activities of U. S. agencies in building that the following brief summary is printed for the convenient reference of Building Money readers.

FEDERAL HOUSING ADMINISTRATION

Created under the National Housing Act, and headed by James A. Moffett, the Federal Housing Administration is not concerned with housing in the slum clearance sense. Its divisions are:

1. Repair and Remodeling Division, which will exist only until January 1, 1936. It will promote a nationwide campaign for improvements on all types of buildings, will guarantee against loss lending institutions making loans during the campaign. Deputy Administrator, Albert L. Deane.

 Mutual Mortgage Insurance Division. A permanent agency which will insure mortgages on new and existing homes and low cost housing projects.

3. National Mortgage Associations. Private agencies, not financed by the U. S., but under the control of the Housing Administration. Designed to take place of title companies, to re-establish the guaranteed mortgage business.

Public Works Administration

PWA, now more than a year old, is still the money source for Federal and Non-Federal public works. At the last session of Congress its original appropriation of \$3,300,000,000 was upped by \$500,000,000. Under Secretary of Interior Ickes, its Administrator, it allots money to all government departments for their buildings, it makes loans and grants to states and municipalities for public works. Agencies which are controlled by, or which receive their funds from the PWA are:

1. Procurement Division of the Treasury Department, which has taken over the functions of the Assistant Secretary of the Treasury in charge of Public Works. The Procurement Division, headed by Admiral C. J. Peoples, appoints private architects for all Federal jobs costing over \$60,000, and governs the office of the Supervising Architect, which does minor architectural work itself, and deals with private architects on Federal jobs.

2. Housing Division of the Public Works

Bank Support Assured as First Fed-	
eral Housing Loans are Made	218
Scarsdale Reports a \$1,190 Average for	
Remodeling Loans	221
Government Relief Workers Supply	
Leads in New Orleans Campaign .	222
HOLC Prepares to Service Mortgages	
as Loan Demands Slacken	223
Charts; Federal Home Loans Bank	
Loans, Activity, Costs	224
River Oaks Plans Its Sales Campaign	
on a Model House	226
Subsistence Homestead Costs Drop as	
Construction Progresses	18
Housing is Boosted by a Federal Court	
Decision in Cleveland	20
A Survey of the Real Estate Market;	
Building Earnings Up	26

Administration. Once under Robert D. Kohn and now under Col. Horatio B. Hackett, the Housing Division lends money to limited dividend corporations and municipal housing authorities for slum clearance and low cost housing projects after it has examined them from top to bottom and approved them. The Housing Division also controls the Public Works Emergency Housing Corp., which actually builds low-cost housing projects iself.

SUBSISTENCE HOMESTEADS

Launched with a \$25,000,000 allotment from PWA, the Subsistence Homesteads Division of the Department of Interior is pretty much on its own. It finances and builds model rural communities usually near industrial centers so that homesteaders may supplement their seasonal wages with the crops raised on homesteads.

FEDERAL HOME LOAN BANK BOARD

An administrative body, which is to home financing institutions what the Federal Reserve Board is to commercial banks. Chairmanned by John H. Fahey, it governs the following:

1. The Federal Home Loan Bank System, composed of member institutions throughout the country (like the Federal Reserve System). Its members are primarily build-

ing and loan associations but among them are some savings banks, a few life insurance companies. Its principal function is to discount home mortgages.

2. Home Owners' Loan Corp. Familiarly known as the HOLC, the corporation refinances home mortgages IN DISTRESS, and also lends money through its newly created Reconditioning Division directly to owners of refinanced homes for repair and remodeling. With the NHA, Congress widens HOLC activities by authorizing an increase in the amount of bonds it is permitted to issue, from \$2,000,000,000 to \$3,000,000,000.

3. Federal Savings and Loan Associations. In communities where adequate home financing is not constantly available, the Federal Home Loan Bank Board permits, even encourages, establishment of Federal savings and loan associations, which are in effect government-supervised, privately operated building and loan associations.

4. Federal Savings and Loan Insurance Corp. Newly created by the National Housing Act, the corporation insures up to \$5,000 of the investments of shareholders in building and loan associations.

REAL PROPERTY INVENTORY

The Bureau of Foreign & Domestic Commerce of the Department of Commerce has recently completed the most important survey of real estate and building ever made. Nearly 100 cities were probed and their building statistics recorded. The facts, invaluable to manufacturers and lenders, and useful to all the building industry, have been published for 60 communities to date. The complete inventory will soon be available.

RECONSTRUCTION FINANCE CORP.

Oldest of the emergency agencies, the RFC is still the most powerful. As a general source of credit to the country, its funds have been available to building and loan associations, banks, insurance companies, as part of Federal effort to ease mortgage tightness. Now under the "small industries" act passed at the last session of Congress, it will lend money directly to industrial and commercial concerns to improve their property as well as for other needed expenditures. Loans are available in certain cases for contractors needing working capital.

FINDING SPENDERS, NOT LENDERS

... becomes the FHA's new target as bankers quickly qualify after reading the loan terms; an expanding personnel maps a nation-wide promotion plan.

To a building industry that had grown impatient, to a banking industry that had remained skeptical, to a public that had become curious, the Federal Housing Administration last month introduced the White Hope of Recovery.

Bearing the uninspired but adequate title of the Better Housing Program, it was officially propelled on its way by Federal Housing Administrator James A. Moffett at a National Press Club luncheon.* While he was talking, 18,000 copies of the rules and regulations on remodeling loans were in the mail sacks en route to 18,000 commercial banks and finance companies. When he had finished, the Housing Administration declared itself "open for business."

Accorded nothing like the reception that greeted the birth of the Blue Eagle last year, the Better Housing Program nevertheless received a cordial hand from most of the nation's newspapers. As a front page attraction Administrator Moffett proved to be no match for the stormy petrel of the NRA, but he seemed to be to many what the General is not, and what the title calls for — an Administrator.

Rules and Regulations. To many a banker, the envelope containing loan regulations was a surprise package. Few had imagined the Housing Administration's terms would be as favorable to lenders as they are. Rumors of an interest rate that would make loans unprofitable to handle were slowly dispelled as they studied the terms. What could easily have been interpreted as a gleam appeared in many an eye as they read that "a financial institution may not collect in interest and/or discount and/or fee a total charge exceeding an amount equivalent to \$5 discount per year per \$100 original face amount of the note." Or in laymen's language a true interest rate of 9.7 per cent

The same gleam reappeared as they read that the Federal Housing Administration would reimburse them on bad loans for: "(1) net unpaid principal; (2) uncollected earned interest at 6 per cent per annum; (3) uncollected 'late charges' (amounting to five cents per dollar of each installment payment); (4) uncollected court costs, including fees paid for issuing, serving and

*One thrilled listener to Administrator Moffett's speech was his blues-singing, pretty daughter Adelaide, who told reporters her father "has a good radio voice." Daughter Adelaide was herself engaged in a competition to uncover new talent sponsored by the Columbia Broadcasting Company. Late last month she had reached the semifinals.

filing summons; (5) attorney's fees not exceeding 15 per cent of the amount collected on the defaulted note; (6) handling fee of \$5 for each note, if judgment is secured, plus 5 per cent of amount collected subsequent to return of unsatisfied property execution."

Competent students of installment financing were of the opinion that FHA remodeling loans would be as profitable as any paper they could carry. They added several factors together: First, a true interest rate of about 9½ per cent, then an estimated 2 to 3 per cent loss which they would sustain if there were no United



In Hoc Signo

States guarantee against loss, and third another 3 to 4 per cent that is usually eaten up in loan collections. Totaled, it seemed as though the banks would have an effective interest rate of between 14 and 17 per cent.

With it all, the public was getting a reasonable break, for under no previous system of installment financing is the total charge as little as 9½ per cent. The National City Bank whose lending plan calls for 6 per cent per year amounts to a true interest rate of about 10 per cent. The Morris Plan averages 17½ per cent, and some manufacturing companies which finance building repairs charge approximately 20 per cent.

But the business of making money was not all that inclined bankers toward lending. In the booklet distributed for their information was further good news from the Comptroller of the Currency stating that:

"The making of loans of this type by national banks is a matter of internal business

administration to be determined by each bank.

"Because of the insurance provided for loans of this type, national bank examiners will be instructed that such loans need not be classified as slow, doubtful, or loss so long as a sufficient insurance reserve exists to cover them."

The liquidity provision thrown in by the Housing Administration permits banks to obtain cash up to the full face value of their outstanding notes at any time provided they can demonstrate a need for the cash. The Administration's rules specifically state, however: "It is not intended that such rediscount facilities shall be used in order to obtain government money to lend."

But lending agencies are not only interested in the safety of and profit in their loans. They have a further stake in the success of the Better Housing Program. Nothing would cheer their hearts more than to lift Building's 4,000,000 people off relief rolls and thus cut taxes; the monthly payment of loans is a ripe source of building up bank accounts; the renewed activity in building would stir up practically every other industry with which banks do business.

With all these factors encouraging bankers to fall in line, the Housing Administration was able to report that in the first three days, 1,131 banks had qualified for insurance. Among these were no savings banks, no building and loan associations. Special rules and regulations were being prepared for them, the details of which, although not made public up to the middle of last month, were expected to lengthen out the time of repayment, to permit them to add the remodeling loan to any existing mortgage. Otherwise, their plan would be the same as the one for commercial banks.

The Market. What had once been fears that lenders would not lend shifted last month to a belief that perhaps borrowers would not borrow. No one disagrees with the figures that there are 16,000,000 buildings that need the firm hand of repair or remodeling placed upon them. But how many of the owners of those 16,000,000 buildings would be eligible for loans under the Housing Act, how many of them would have the cash, how many would see the wisdom of restoring their property was a question to which no one yet had a bright answer.

There were, however, several significant inklings. In the first nine weeks of a New Orleans campaign started in anticipation of the Housing Act's passage, 7,000 property

owners had definitely pledged to spend \$4,225,000 in improvements, another 3,100 had conditionally pledged to spend \$4,772,000 more, and \$953,000 worth of work was already under way. (See page 222.)

In the suburban New York town of Scarsdale, another committee which jumped the gun on Washington found 132 of its citizens ready to spend \$157,100 as soon as the banks and building and loan association had qualified for insurance with the Administration.

Other signs:

Heating and Plumbing Finance Corp. reported hundreds of applications for loans in the first few days. It also announced the issuance of the first remodeling loan—\$343.58 to a Brooklyn property owner for a completely new heating plant.

National City Bank of New York also reported hundreds of loan applications in the

first few days.

Morris Plan banks all over the country could not estimate the number of applicants, but did say "all expectations are exceeded."

Campaign. As first returns from 48 fronts were popping in the newspapers the repair and remodeling division of the Housing Administration was working day and night putting the finishing touches on its year-and-a-half campaign. It had taken over a good share of the fifth, sixth and seventh floors of Postmaster Farley's new building.

Besieged by the greatest horde of job seekers that has descended on any New Deal agency since the HOLC was organized* harassed officials were forced to work half the night to take care of properly sponsored

applicants during the day.

One who paid attention to the horde was Deputy Administrator Albert L. Deane, work horse of the Administration. Unlike many a highly touted New York executive who goes to Washington and finds the bedlam incompatible with his way of doing business, Deane proved just as efficient in Washington as he was in New York. One advantage he had over many Capital-called executives. He could do things for himself. Thus, when something displeased him, he called no one to the carpet, but simply did over what the underling had done.

On many does he lean, but on none more than his two right handers, Ward M. Canaday, director of public relations, and his credit aide, Roger Steffan. Deane counted himself lucky in being able to borrow Steffan from the National City Bank of New York, where he had inaugurated six years ago and carried on ever since the famed Personal Loan Department. Besides Canaday and Steffan appointments up to the middle of last month included:

Comptroller, Theodore B. Nickson James Dusenberry, Director, Construction, Real Estate, Statistics and Research

F. C. Straat, Chief Service Division W. D. Flanders, Field Supervisor

To make familiar the details of the

* One thousand an hour was the average for the first few days.

Rules for Loan Eligibility

1. Promissory notes must be signed by owners of improved real property and must be valid and enforceable in the State in which they are issued. Owners of improved real property include, in addition to owners in fee, persons holding an equity under mortgage, trust, or contract, persons holding a leasehold under a renewable lease for 99 years or more and persons holding a leasehold for a lesser term, provided such lease has more than fifty years to run. Except in unusual cases agreeable to the financial institution, notes should be signed by both husband and wife, unless forbidden by State law.

Notes may be signed by lessees, other than those which may be classed as owners, provided that the lease requires the lessee to make alterations, repairs and improvements and provided, further, that the final termination date of the lease is at least six months beyond the final maturity date of the note. In such cases, a certified copy of the lease must be furnished to the financial institution at the time the note is purchased and must be retained by it as part of its documentary evidence of the transaction.

- Notes must not involve an obligation, the face amount of which is of less than \$100 nor more than \$2,000, even though the repair or remodeling job may cost in excess of the latter amount.
- 3. The financial institution may not collect as interest and/or discount and/or fee of any kind, a total charge in excess of an amount equivalent to \$5 discount per year per \$100 original face amount of note.
- 4. Notes may provide for the payment by the maker of a "late charge" not to exceed five cents per dollar of each installment payment more than 15 days in arrears, to cover the extra expense involved in following up and handling delinquent payments.
- 5. Notes may not have a final maturity in excess of 3 years. A financial institution desiring to make loans or purchase notes with a final maturity exceeding 3 years, but not more than 5 years, may apply to the Federal Housing Administration for permission.
- 6. Notes must be payable in equal monthly installments except the final installment which may be slightly less. However, if the income of the maker is received in the form of proceeds from the sale of agricultural crops or livestock, notes may be made payable in

installments corresponding to income dates shown on the Property Owner's Credit Statement. Even in such cases at least one payment must be made yearly, however, and the proportion of total principal to be paid in later years must not exceed the proportion of total principal payable in earlier years.

7. The note must have been made to cover payments for alterations, repairs, or improvements upon real property belonging to the maker. An alteration, repair, or improvement job may include the cost of necessary architectural or engineering service, if used.

8. The note must not have been made to cover payments for movable equipment not considered a part of the real estate when installed.

- 9. The property to be improved must not have outstanding against it delinquent taxes or assessments. Such property must not have outstanding against it a mortgage or other lien not in good standing unless the holder of such encumbrance endorses the maker's obligation with recourse. Property having outstanding against it a demand mortgage, such as used in some States, will be considered in good standing if the property owner is making the regular interest (and principal, if required) payments on it which he has been making either for the past three years, or since the execution of the mortgage.
- 10. The maker (or husband and wife, jointly, if both are signers) must have a stated bona fide source of annual income at the time of the application, at least equal to five times the annual payments which the maker must pay on the note (or notes, if the same maker appears on more than one such note).
- 11. Any number of separate notes may be made for improving a single piece of property, but the aggregate principal amount of such obligations may not exceed \$2,000. Any notes in excess of this amount will not qualify for insurance, but if the notes are made or sold to more than one financial institution, each financial institution shall be entitled to rely on the Property Owner's Credit Statement as to the amount of prior notes.

No property owner may obtain credits to improve more than five separate pieces of property (not exceeding \$2,000 principal amount of obligation on each property), without the prior approval of the Federal Housing Administration.

Housing Program to the thousands of paid and volunteer workers who are counted upon to put the drive across, it was decided as a compromise between taking Washington to the mountain and carting the mountain to Washington, to spread the gospel through the "Voice of Visomatic." Something like the movies and something like a lantern slide lecture, Visomatic is a combination of still pictures and sound records.

Before the month was out, it was expected President Roosevelt would take to the air to explain to his constituents the social and economic values of the housing program. Whether he would or not seemed to depend on how fast the program got under way.

Big gun of the promotion campaign is to be the sponsorship of Better Housing Program sections in newspapers throughout the country. To editors who care to print them, the Administration will send weekly four pages of material that can be used by newspaper advertising departments as bait for local dealers and national manufacturers.

Local Committees. Just what part each element of the industry was to play in getting \$1,500,000,000 spent was fully detailed in FHA's manual for local committees. A digest of more than 64 different campaigns that have been staged since 1932, the manual left little to the imagination, but plenty to the initiative of the ranking citizens of the towns. If the FHA's suggested procedure is followed, work will be split up roughly as follows:

Architects. To be available for free consultation with problem-laden owners; keep the publicity committee supplied with photographs of their work, with speeches, helpful hints articles, to register with committees as available for major and minor operations.

Contractors. To qualify with the committee as capable operators, to give advice to owners, to advertise locally.

Dealers. To advertise locally, establish satisfactory financing arrangements with local banks, to make salesmen available for canvassing, to arrange informative displays.

Bankers. To advertise their willingness to make loans, to lend their moral support to remodeling as a good investment.

Realtors. To stage sales efforts of old properties through remodeling, to encourage owners to spend for remodeling as a renting factor, to be available for canvassing and other sales efforts.

Leading Citizens and their Wives. To join in the canvassing effort, to modernize their own property, to put pressure on their banks to support the program if necessary.

Public Officials. To lend the weight of their offices in promoting the drive as a civic betterment plan.

All. To contribute money for the support of an intelligent campaign.

Costs. Though he was willing to answer all kinds of questions about the scope and character of the drive, Administrator Moffett steered safely clear of one topic: costs of labor and materials. The general



Rig Thron Doors Maffett Consday

FHA'S Big Three: Deane, Moffett, Canaday

cuts in prices that had been expected following the lumber industry's decision to slash its rates 10 per cent did not materialize — and labor let it be known through the A. F. of L. president William Green that instead of agreeing to lower their scale they were going to seek increases.

Wise students of labor policy, however,



Charles Late

Credit Man Steffan

were inclined not to pay too much attention to the public pronouncement of President Green. He was talking for his membership, which would have resented any open declaration on his part for a reduction of scale.

The real attitude of labor lay in a later utterance of leader Green:

"We are calling on our building trade organizations in every community to create committees for cooperation with the government.

"We have conferred with Mr. Moffett on that matter (wage cuts) several times, he indicated a disposition to try to secure work at the lowest possible price, but not to go so far as to let his administration be used for depressing wages.

"He felt that pay scales are a local matter, to be worked out in each community. That attitude is satisfactory to the Federation, because conditions and costs of living vary."

Meaning that labor would play ball locally without going on record nationally for reductions.

Day after President Roosevelt detrained from his six-weeks' swing around the dependencies, Administrator Moffett reported to the White House with his list of regional and State administrators. Nearly all the names on the list were National Emergency Council men. Thus, by naming men already in United States service, Administrator Moffett forestalled Postmaster Jim Farley's efforts to dispense a batch of \$5,000 and \$6,000 a year appointments. The President gave blanket approval to the list.

But the President was not so much interested in the list of names as he was in what the Administrator had to say about the program's progress. As he relayed it to newsmen outside, Moffett told the President:

"Leading New York banks have adopted our program and have notified us they are wiring their correspondents throughout the country. They are endorsing our program. They think it is sound."

The administrator had other reports of banks in line, from New York, where the State League of Savings & Loan Association announced itself ready to lend immediately

an average of \$800 apiece on 15,500 jobs, that it had enough resources ready to lend for 50,000 jobs throughout the State.

From the Morris Plan Administrator Moffett learned that the oldest and biggest of the personal finance companies was stripping down its ordinary loan terms to become eligible for insurance; that the Banccredit Corp., composed of a chain of 32 Midwest banks, had worked out a cooperative lending plan for all its members.

What would happen to some backsliding bankers was reported in a story that is mak-

ing the Washington rounds.

A man walked into an up-State New York bank, went to see the officer in charge of mortgage loans.

"I would like to know," said he, "if you are planning to make remodeling loans under the plan of the Federal Housing Administration?"

"Well, I'll tell you," replied the vice president, "that's just another one of those New Deal things. We don't put much stock in it up here."

"That's just what I wanted to know," replied the inquiree. "You see I'm a vice president of the - (naming one of the four largest building material firms in the country), and we have on deposit here \$250,000. Our company would like to see some of that money lent for remodeling. If you don't mind, we'll withdraw our funds and deposit them where they will be used for remodeling loans."

Thus, in less than two weeks, the Better Housing Program was off to what most people considered a good start. Only likely change the Housing Administration is thinking of making is to modify its present rule requiring borrowers to show an income of five times the amount of the loan requested.

A \$1,190 AVERAGE

for remodeling jobs is indicated in a Scarsdale survey.

SCARSDALE, New York, is not perhaps an average small town. Set down in smart Westchester County, its home owners are well above average in wealth, are predominantly Republican in politics. In the election of 1932, it gave Herbert Hoover the largest plurality of any town in the country.

Whatever Scarsdale may think of other New Deal legislation, it seemed ready last month to lend full support to the National Housing Act. So eager was it to show enthusiasm for the Better Housing Program that a month before any local appointments had been made, it had, through the Scarsdale Federal Housing Survey Committee, completed a canvass of the probable market for remodeling and new construction.

To 4,000 Scarsdale home owners went out a questionnaire asking if they were thinking of building new homes or fixing up their old ones. Replies came back from 425;

REGIONAL AND STATE DIRECTORS

REGION No. 1 Julian Gerard, Regional Director New York: Julian Gerard

REGION No. 2

Charles A. Birmingham, Regional Director Maine: Vermont: Massachusetts: J. F. Malley Connecticut: William F. Meany New Hampshire: Eugene E. Reed Rhode Island: Leroy King

REGION No. 3

Charles Edison, Regional Director New Jersey: Charles Edison Pennsylvania: Edward N. Jones Delaware: Millard Springer, Jr. Maryland: Arthur Hungerford

REGION No. 4

John W. Millsaps, Regional Director Virginia: D. R. Hunt North Carolina: Theodore Sumner South Carolina: Lawrence M. Pinckney Georgia: William A. Sirmes Florida: F. A. Hathaway

REGION No. 5

Hugh Humphries, Regional Director Alabama: Robert Jamison, Jr. Arkansas: J. J. Harrison Mississippi: W. P. Bridges Tennessee: Roy H. McKay Louisiana: C. M. Dickson

REGION No. 6

Benedict Crowell, Regional Director Ohio: Benedict Crowell

Michigan: George J. Burke West Virginia: F. W. McCullough

REGION No. 7

Percy Wilson, Regional Director Illinois: Percy Wilson Indiana: Fred Hoke Wisconsin: A. Matt Werner Kentucky: John R. Layman

REGION No. 8

Walter D. Cline, Regional Director Missouri: Paul Kendall Kansas: Homer Bastian Oklahoma: Frank Buttram Wyoming: N. A. Pearson Colorado: Thomas A. Duke New Mexico: J. J. Dempsey Texas: Walter D. Cline

REGION No. 9

Guy H. Harvey, Regional Director Minnesota: Fred Schilplin Montana: Miles Romney North Dakota: Robert Cumming South Dakota: Charles R. Coss Iowa: John J. Hughes Nebraska: Richard L. Metcalfe

REGION No. 10

Allen B. Swinerton, Regional Director Arizona: Steve A. Spear California: Allen B. Swinerton Idaho: Harry Whittier Nevada: Fred Ingram Oregon: Edward Freed Utah: Allen T. Sanford Washington: J. E. Bradford District of Columbia: Under direction of Field Organization Headquarters.

177 were marked "not interested." One hundred and sixteen residents said they would like to build homes under the Federal Housing Administration finance plan, and were willing to spend an average of \$12,660 apiece in doing it (a total of \$1,468,500). One hundred and thirty-two others said they would like to remodel or repair their homes at an average of \$1,190 apiece (a total of \$157,100).

Two things made Scarsdale's survey unique: One was that half a dozen of the big building material manufacturers of the country watched the results as closely as a grain speculator watches the weather. For up to the time the canvass was made there had been no real guide to the demand that might arise under the Housing Act. The need was well known, but whether people would be willing to spend was another thing. Scarsdale answered the question.

What interested the manufacturers particularly was the average amount that people might be likely to spend. Though most thought the \$1,190 was a little high since it involved no commitment, they were willing to go ahead with their promotional plans accordingly.

The second thing that made Scarsdale's survey interesting was the manner in which it came about.

Weeks before President Roosevelt named James A. Moffett as his Housing Administrator, building material dealers in all sec-

tions of the country were accepting what seemed like an official call to organize local committees for the promotion of the Better Housing Program. Requests for further instructions started pouring in on the then tentative officials of the Housing Administration. More than slightly puzzled, the officials sought to find out who had authorized the "appointments" of local housing workers even before the Washington organization had been chosen.

The search revealed that in an effort to bestir its members, the National Federation of Building Supply Associations, through its secretary Col. John B. Rose, had issued the call. Realizing that such unofficial committees might later get tangled with official committees, Corrington Gill, then slated for the job of Deputy Administrator, succeeded in having Colonel Rose rein in his enthusiasm.

But before it had been advised that its activities might prove embarrassing to the Federal Housing Administration, the Scarsdale committee had been organized by Lester R. Stewart, chairman of the Lumber Code Authority for Westchester County, and was already at work.

When the figures were completed, they were forwarded to the Housing Administration in Washington, which, although it frowned on the official-sounding title of the committee, was happy to get the first report of the probable success of their campaign.

1 MILLION SPENT, 9 MILLION PLEDGED

. . . in a New Orleans property improvement campaign; U. S. relief workers do the canvassing.

News from New Orleans to the rest of the world last month consisted mostly of Senator Huey Long's cat-and-dog fight with Mayor T. Semmes Walmsley. It was nothing for "America's Most Interesting City" to be proud of, and naturally it wasn't.

But one thing it could boast about was the timely staging of a successful repair and remodeling drive, which had in its first few weeks brought about the spending of almost \$1,000,000, and which promised to get about \$7,000,000 more spent before late Fall.

Way back in April the Association of Commerce laid its first plans for a "New Orleans Building Modernization Campaign." As chairman it elected John M. Taylor, vice president of Johns-Manville Sales Corporation, who had already turned up much business for his own company through a "Million Dollars to Lend" drive. The following week it got permission from Harry J. Early, State Manager of the Federal Emergency Relief Administration, to use 200 of his men and women to work as canvassers, stenographers, and clerks at no cost to the association.

Its fund raising was simplified by a \$1,000 contribution from the city, and by requiring all architects, contractors, and dealers who wanted to get business developed by the campaign to pay a nominal

registration fee of from \$2.50 to \$25. With a fund of \$3,000 and the bulk of its hired help taken care of by the FERA, the campaign was officially launched the first day of June.

Initial canvassing was done by the FERA men, who obtained general outlines of the work required. All leads were turned over to campaign headquarters, which in turn referred them to architects, general contractors, or sub-contractors, in rotation. If the work involved only one trade, for instance, the prospect's name was given to three sub-contractors, one of which was delegated to interview the owner, offer advice, and submit a cost estimate. It was then the owner's option to accept the bid, or to ask for competitive bids from the three sub-contractors assigned to the job. The same procedure was followed with general contractors where the work involved more than one trade. Architects were also recommended in rotation from the registration list.

Property owners requiring financing were split up thus:

Owners needing less than \$200 were referred to private finance companies.

Owners of mortgage-free property requiring loans up to \$500 were referred to the Whitney Bank (the South's biggest).

Building and loan associations were given leads of those needing more than \$500.

Owners of mortgaged property were re-

ferred to the holders of the mortgages. Said Wilson S. Callender, executive secretary for the campaign committee:

"There are 125,000 pieces of property in New Orleans. We have thus far completed our canvass of 87,000 houses in which we have reached 55,000 property owners; 17,-000 of these owners had their property in first class condition, and 3,000 were found to be beyond repair, leaving a net of 35,000 owners of property in need of repairs. From them our canvassers obtained 7,000 outright pledges wherein no assistance is required amounting to \$4,225,000. From 3,100 more our canvassers obtained conditional pledges (wherein our assistance is required) amounting to \$4,772,000. Thus far, we know of 68 actual contracts for work amounting to \$953,000 which have originated in our campaign."



Rhymed Appeal

The success of their efforts secretary Callender believed was due to:

". . . the excellent cooperation given us by Mr. Early of the FERA. The campaign has been unique in that it is the first campaign in which Government forces have been allowed to develop prospects directly for contractors and financing institutions.

". . . the local newspapers, which have given us page one stories consistently, along with cartoon and editorial support."

The New Orleans committee expects to merge its activities with the local Federal Housing Administration, continuing its work as before, but acting now officially for the housing administration. Many of the conditional pledges have been waiting for the FHA loan plan before going ahead with their work.

Reading of New Orleans' efforts, and the list of campaign successes published in FHA's manual for local campaigns, many a city took heart that it too could succeed in getting its citizens to spend in the great "Recovery or Bust" program.



Committeemen Scan the Figures

LOAN DEMANDS SLACKEN

as the HOLC prepares to collect its mortgage payments.

News developments in the Home Owners Loan Corporation last month were:

Applications for loans in the four weeks ending August 10 dropped to less than half the peak demand, encouraging HOLC officials to believe that perhaps the worst was

¶ Twelve regional offices were opened to handle the servicing of the 447,848 mortgages already executed, and the 500,000 more the HOLC expects to issue before its refinancing activities end.

Chairman Fahey ordered all officers and employes to withdraw immediately from any political activities.

The Treasury's offering of \$150,000,000 of HOLC bonds met with only fair success.

Applications for refinancing reached a peak late last winter when in the four weeks ending March 9, 146,989 home owners asked to be helped out of their distress. The number of applications since then has been dropping steadily, and hit a new low for the four weeks ending August 10, when only 60,477 filled out blanks. If the present rate of decline continues, and HOLC officials are inclined to think it will, the early part of 1935 should see the wind-up of the corporation's lending.

Approximately half the \$3,000,000,000 available has already been put to work. The August tenth total was \$1,346,382,489 on 447,848 homes. Total applications from the beginning have been 1,153,160, many of which have already been found ineligible or have been withdrawn. Only in rare instances has the corporation loaned up to the limit of 80 per cent of the property value, and in many of those the mortgagee agreed to a reduction of the amount due in order to bring the loan under the legal limit of \$16,-000. The average loan has been for 66 per cent of the property value.

With loan demands slackening, the Corporation turned last month to what many believe will be its most difficult job, the servicing of the mortgages. Before last month, collections, foreclosures, the selling and leasing of properties were handled from Washington and along with money orders and checks, postage, stamps and loose change deluged HOLC clerks at the cap-

The decentralization program called for the opening of twelve new regional offices, each staffed with a counsel, treasurer, accountant, auditor, appraiser, director of personnel, supply officer, insurance supervisor, reconditioning supervisor, chief of loan review division, research and statistics director, and servicing supervisor, with at least 100 other underlings and clerks in each office besides. Thus did the U.S. prepare

itself for the task of running the largest mortgage company in the country, with a business that may run to \$3,000,000,000. Since HOLC mortgages run for 15 years, appointees to these more than 1,000 jobs were feeling bright over their prospects.

In making known the new policy of decentralization, Chairman Fahey also let it be known that the HOLC was going to be neither a foreclosing villain of "The Homestead" variety, nor a philanthropist.

"While leniency will be extended in cases of extreme need, we will take every means possible to collect from those able to pay. Regional managers will have the power to bid for properties at public sale after foreclosure."

No New Deal agency has drawn the fire of Republicans more consistently than the Home Owners Loan Corporation, which up until the Fahey administration offered fine pickings for Congressmen, National Committeemen, other job-givers.

Last month Fahey sought still further to pluck political weeds out of his garden, by ordering his field men not to run for office, to resign their connections with political clubs, to make no show of either Republican or Democratic leanings.

Rumors of inflation were abroad August 9, and August 9 was the day the Treasury Department opened bids for \$150,000,000 of HOLC short term bonds. Though fully guaranteed by the government, the bonds did not bring the prices the Treasury thought they would, and bids on \$22,000,-000 were so low that the Treasury absorbed that amount itself. A week later, however, when the government securities outlook seemed brighter, the Treasury had no difficulty in selling the left over \$22,000,000 at prices they considered satisfactory.



PROFESSIONAL BLDG. **CUTS HEATING COST** IMPROVES SERVICE

1930 Chestnut St. Goes Modern with Webster "Hylo" System of Steam Heating

USES 26 P. C. LESS FUEL

Modernization Cost Will Be Recovered in Less Than Four Heating Seasons

BUILDING FIVE YEARS OLD

Philadelphia — unitari 20 Mer. well-known realtor and president of the 1930 Chestnut Street Build-ing Corporation. In speaking of the Webster "Hylo" System recently in-stalled, gives an interesting side-light on modernization of modern buildings.

light on modernization of modern buildings.

"A fine office building like a fine club," says direction, "starts with a limited membership of men who demand certain ethical standards in their associates and a certain quality in services rendered. The aim is to hold that membership."

The 1930 Chestnut Street Building, a 21-story structure, completed in 1929, was designed exclusively for the medical professions. It is recognized as one of the most perfect appointed buildings of its kind in America. But there was one fly in the outlinent One spot was hard to heat without overheating at other points.

Warren Webster & Company was

to heat without overheating at other points.

Warren Webster & Company was called in to surve the installation. After completing their study, the Webster engineers said. If you will change over to a Webster 'Hylo' System you will (1) keep the building evenly heated at all points; and (2) cut fuel bill enough to pay for the improvement in a few years."

While tenant comfort was the prime consideration, these are times when nobody can afford to disregard a saving in operating costs. And so the heating system was modernized to bring it up to present-day standards.

In rpeaking of results, W. J. Stewart, superintendent, said: "The tenants are enthusiastic over the improved heating service. We put steam on at 5 each morning and the building is at 70 degrees at every point before 9 o'clock. By 10 it is pushed up to 74 degrees and remains there throughout the day. "Even during the record-breaking cold spell in the latter part of February, when the thermometer outside our building registered below zero at 8 A. M., we had the building at 63 before 9 o'clock.

"T believe we now have the finest heating service in the city, and we

at 65 before 9 o'clock.
"I believe we now have the finest heating service in the city, and we are saving considerably more than was estimated by the Webster engineers. From September 20 to March 1, our saving in fuel cost alone had equaled 42 per cent. of our total expenditure on the Webster Hylo Control System.

PREVIEWS, INC.

. . . adopts the movies to sell houses; a boon to owners and brokers.

HOUSE FOR SALE. Colonial, 15 rooms, 3 baths, beautiful grounds, overlooking lake, 5 minutes from railroad station. Original cost \$50,000, bargain \$25,000. Must see to appreciate. 222 Apple Orchard Road, Pleasantdale.

WITH some such classified advertisement circled in red in her favorite Sunday newspaper, many a homeseeker has persuaded her husband to drive out to Apple Orchard Road only to find that the owner's ideas of Colonial architecture, beautiful grounds, and even a lake are not close approximations of her own. Since rarely does a single insertion lead to a sale, only owners of expensive homes can afford to use display advertising. So most owners have had to be content with classified advertising to attract buyers.

That was true until this summer when a company was organized in New York to use motion pictures for the first time as a home selling device. From the commercial cinema it borrowed its name — Previews, Inc., and before its first month of business had ended, 110 houses worth more than \$5,000,000 were being featured in the pocket-sized theater in its office, and one house had actually been sold.



A Preview at Work

Previews sells no houses itself. It simply acts as a show place for owners and brokers with property to sell. It operates on a straight commission basis, making no charge for its picture-taking and showing unless and until the property is sold. Hence, the secret of keeping down its overhead lies in choosing only properties of high calibre and reasonable price.

Home buyers may sit and look at Previews' pictures without hearing a single sales sentence from Previews' men. All the selling is left to the brokers.

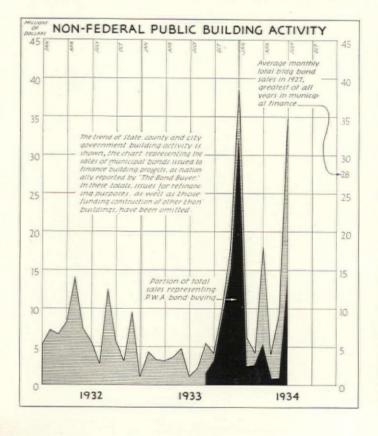
No novices in the real estate field are the operating heads of the company. Its president, Henderson Talbot, was once with Douglas L. Elliman, its vice president, Charles B. Stearns, with Albert B. Ashforth & Co. Apparently backed with plenty of money, Previews immediately launched into a newspaper and magazine advertising campaign, inviting owners to take advantage of their free showing, inviting brokers to bring clients to the projection room, and owners to come and look.

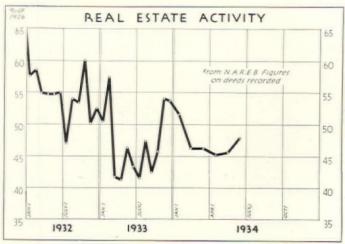
First announcement from the company contained this bit of optimism: "The director and stockholders of the company are a group of professional and business men who see in Previews a market place just as logical and inevitable as the New York Stock Exchange." Though it is accepting properties only in the New York suburbs at present, its future plans call for establishment of offices in many cities throughout the country.

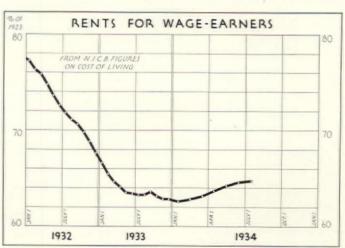
Many a New York broker was urging his clients last month to put their property into the movies, for Previews protects the broker on all sales, and saves useless trips around the country with prospects who don't know what they want in so many words, but who can easily recognize it when they see it on the screen.

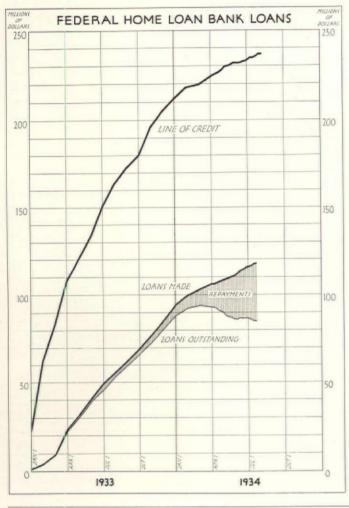
PRIVATE FINANCING

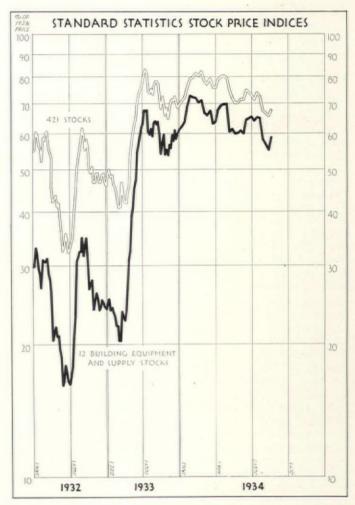
of public structures gains; Home Loan Bank repayments increase; costs drop, as rents climb on.

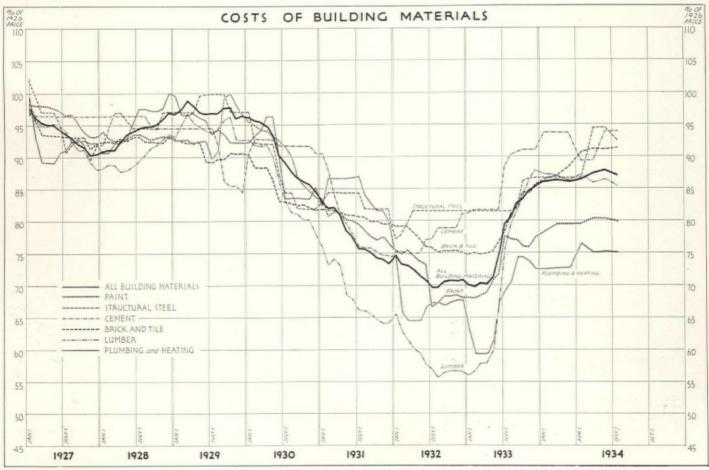












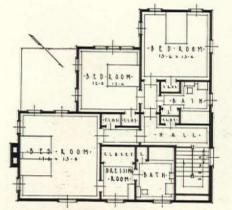
A HOME FOR A MYTHICAL MAN

will be the hub of River Oaks' 1934-35 selling; 50 architects compete to design it.

F in Houston, Texas, there is a man about forty, married, with a 10-year old daughter, who dabbles in the arts, who has kept up his reading and studying since his graduation from a Texas university, who entertains now and then, and whose habits of living are quiet and pleasant, there is under construction for him in River Oaks a house that ought to wrap itself around him and suit him perfectly.

Each of the 50 best architects in South Texas designed a house for such a man at the invitation of River Oaks Corporation, owners of the Southwest's swankiest development. From the 50 designs, a jury singled out five which they thought would best please the mythical 40-year oldster. The chosen five were translated into model form, put on exhibition at the Houston Museum of Fine Arts. To 2,000 of its best prospects, River Oaks Corporation mailed invitations to come and express a preference, and through newspaper advertising invited the general public to do likewise. After three days of secret balloting, architect J. I. Campbell's adaptation of a New England Colonial farmhouse was pronounced the winner.

The second and third prizewinning archi-



tects were Robert C. Smallwood, and Maurice Sullivan and Albert Howze.

Thus did another subdivision elect to center its promotional activities for the year around a competition. Even in Houston, where the dread hand of Depression has fallen more lightly than in other sections of the country, finding home buyers has called for ingenuity.

Sales manager Carl M. Knapp found the South Texas Chapter willing to cooperate by writing a competition program for him, selecting the fifty architects to compete, giving its official blessing. In good times it would be difficult to interest 50 good architects in a \$500 prize. In bad, they are happy to have something to take their minds off bare drafting tables. Besides the \$500 first prize (covering cost of preparing working drawings and supervising the construction), second and third prizes were \$150 and \$75. Each of the five selected in the preliminary judgment received \$50 to defray the expense of constructing a model.

But South Texas architects were willing for more than one reason to compete in River Oaks' competition, for there is no stronger friend of architects among developers than its president, Hugh Potter. Once River Oaks had its own architects, paid them salaries, and supervised construction itself. This policy has been changed to one of "architectural control," which means that before a house is built on River Oaks ground, or before a house is remodeled, plans and specifications have to be submitted to the corporation for approval.

More than that, River Oaks wages a constant campaign against contractordesigned houses. It not only suggests to each land buyer that he retain an architect, but it seeks to find the architect best qualified

to meet the owner's particular needs. Familiar with the work of all Houston architects, it makes direct recommendations to clients. At first, some Houston architects opposed what they thought was interference; now they approve it.

Campaign results to date were 100 leads. a new approach to 2,000 prospects, added good will of the architectural profession, a general increase in the architectural education of Houston, important to River Oaks, since its houses are well designed.

Never niggardly with its advertising, River Oaks plugged home its competition with dignified consistency. For its first efforts, it chose as a slogan "You Chose This Home - Now Let's Build It!"



ne Chosen by Public in A. I. A. Competition Will Be Built on Site of Generous Size in River Oaks

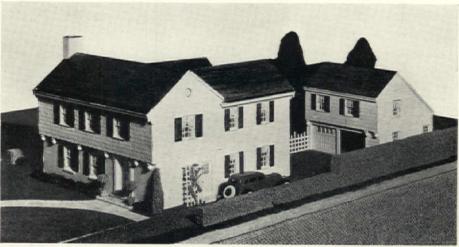
2147 Del Monte Drive selected by River Oaks Corporation for home-

The site selected by River Oaks for J. I. Campbell's prize-winning home is much larger than the aver-age city "lot." It faces north, with a frontage of 75 feet on Del Monte Drive. The depth is 150 feet, and the back of the site is a few feet space for a landscaped lawn in front; and the length of the site behind the home's attractive southeast terrace gives room for a charming garden.

The site is reasonably priced to go with the home, but its ample size affords a roominess that is characteristic of River Oaks. Such spa ciousness is typical of the ne

RIVER

First Campaign Shot



The People's Choice

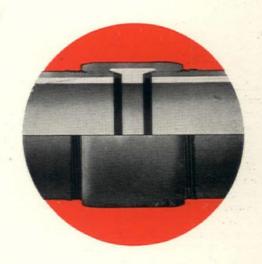


For hot- and cold-water supply lines in office and public buildings, hospitals, schools, and residences; and for underground mains and distribution lines, salt water and drainage lines, and similar services where corrosion is unusually severe, NATIONAL Duroline Pipe is particularly adapted.

Duroline is a highly-improved cement lining, developed primarily to resist the destructive action of waters and solutions that rust or otherwise attack unprotected metal pipe. When Duroline Pipe is used you secure definite protection from corrosion and tuberculation combined with the strength, convenient joints, and other desirable features of steel pipe—and at a price that offers no handicap to its general use.

A new bulletin describes in detail the development and proved serviceability of Duroline . . . Write for it!

NATIONAL TUBE COMPANY • Pittsburgh, Pa.
Subsidiary of United States Steel Corporation



Section of National DUROLINE Pipe coupling and joint. (Note special highly corrosion-resistant joint compound on end of pipe and on threads.)

DUROLINE PIPE

AS HOMESTEADS RISE

their costs drop, and a move to popularize them is in sight.

LAST November Secretary Ickes called his good friend Charles Pynchon down to Washington, presumably to put some business sense into the PWA's slow-going housing program. A Chicago steel executive with war work to his credit, Charles Pynchon was what the Secretary thought his Housing Division needed most. Of course what housing did need most was low land costs, and not until the formation of the Public Works Emergency Housing Corp., with the power to condemn land, was that need met. When last month the Housing Division was merged with the PWEHC, Steelman Pynchon got a new post elsewhere in the New Deal.

Worrisome indeed to Secretary Ickes had been the pending succession of Dr. Milburn L. Wilson (a Montana wheat king slightly out of place in the New Deal as Director of the Interior Department's Subsistence Homesteads Division) to Graduate Rexford Guy Tugwell's old post in the Department of Agriculture. Even more worrisome in face of this was the fact that the \$25,000,000 subsistence homestead program seemed about to get out of hand.

Half a hundred projects were approved and almost all of these were snorting to get under way. In fact, with edge-of-town land costs no impediment, some had bolted halter, and homesteaders like those at Dayton (The Architectural Forum, August, 1934, page 142) were having a home-building holiday, with no Federal supervisors about to hamper them. To both of Secretary Ickes' problems last month Charles Pynchon, nominally made general manager of the Federal Emergency Subsistence Homesteads Corp., was the answer.

Reedsville Reverberation. Scene of the first homestead green, Reedsville, W. Va., is also the scene of the largest homestead blunder. Since the first 50 homesteads at Reedsville were originally portable houses and had to be rebuilt, each cost more than it should have, each is a botch job (The Architectural Forum, May, 1934, page 398). Last month reporter Wesley Stout gave Saturday Evening Post readers one of the Post's best stories in years — an exhaustive progress report of the Reedsville project to date. Therein was well described the chaos which attended the construction of Reedsville's homesteads.

The houses arrived in sections on December 6, according to the *Post*, and then sometime in January it was decided to provide them with "a meringue of wings, bay windows, fireplaces, porches, terraces and pergolas.

"Yet, as the remainder of the camp houses arrived, they continued to be set up on the original plan, to the fiftieth one. Through the late winter and spring, forces of men ripped out three sides of standing houses while other forces of men erected more houses on Plan 1, to be torn apart in their turn and put together on Plan 2."

Describing the lengths to which the project managers went in order to obtain a news-picture of a completed house at an early date, reporter Stout said: "I was told of five loads of rhododendrons, sixteen plants to a load, being hauled sixty miles from Tucker County last winter, though rhododendron abounds around Arthurdale, and dropped in the snow for purposes of photography, with buckwheat straw spread around to aid the illusion. Each truck trip cost thirty dollars and the Tucker County digger was paid \$128, my informants said. He had balled each set of roots neatly and intended to burlap them, but the earth



Harris & Ewing

General Manager Pynchon

froze so solidly that this was needless. They never were planted. Dead wild grape-vines were trailed over the pergolas too. . . ."

Late month before last Secretary Ickes released cost figures for both the highest and lowest priced houses at Reedsville. They ran from \$4,396.34 to \$5,570.86, the average cost of each being \$4,880.

Details on the lowest priced homestead:

ITEM	COST
House, including foundation and full basement, hot air plant, plumbing, fireplace, electrical wiring and fix-	
tures, and rough grading	\$2,957.80
Septic tank	
Well (including pit)	303.71
Fertilizing, plowing and planting	000.11
land	169.94
Landscaping	259.30
Improved land (5,537 acres at \$75	
an acre)	415.28
Total Cost	£ 4 306 34

This does not include a share of the cost of the church, the school or other communal improvements. And, according to reporter Stout, "it also ignores some \$140,000 in CWA, CCC and FERA manhours donated to the project."

To combat rising public antagonism, General Manager Pynchon was quick to say that reports from others of the 48 approved projects showed costs were falling as construction progressed.

¶ In Texas five projects are under construction. At Houston, where 80 homesteads designed by Architects Nunn & Winston are under construction, five-room houses are being built at an estimated cost of twelve cents per cu. ft., the completed cost of the house being \$1,734; three-room houses at a cost of \$1,262. At Dalworthington Gardens, a project located midway between Fort Worth and Dallas, 78 houses have been contracted for at \$1,870 apiece. Cost of homesteads in other Texas projects: Wichita Falls, \$1,650, and Beaumont, \$1,412, both under contract; Three Rivers, "not more than \$2,500."

¶ At Crossville, Tenn., cost of the first house, designed by Architect William Macy Stanton of Philadelphia and built of native stone and hand-hewn timber by the homesteaders themselves, was between \$1,800 and \$2,000, or in the neighborhood of fifteen cents per cu. ft.

¶ The first fourteen houses in the Elkins, W. Va., development are already up, averaging about \$2,500 apiece.

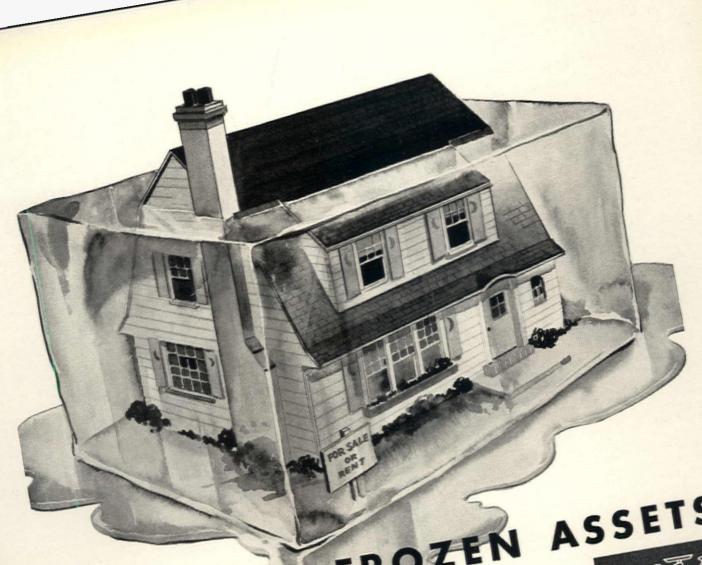
More in Store? Pleased at all this subsistence homestead progress, President Roosevelt sent home word last month from shipboard that he intended soon to call a conference of leading industrialists to discuss a cherished topic: decentralization of industry. White House secretaries said that men representing 60 to 70 per cent of the nation's industry might be asked to attend.

One who warmed to this idea was Henry I. Harriman, president of the United States Chamber of Commerce, who, after touring from project to project in West Virginia last month with former homestead director Milburn L. Wilson, called the homestead program "the most fundamental and farreaching movement under way."

"I am not endorsing everything that may be done at these projects," Mr. Harriman explained upon his return. "Mistakes will be made, but . . . if the plan goes through as outlined, it will give this country the kind of stability we must have."

Were Mr. Roosevelt to call his conference, another sure headliner would be Walter J. Kohler, whose plumbing fixture plant was shut down last month by rioters, the majority of whom, according to Mr. Kohler, had never been residents of the model Wisconsin village which bears his name.

It was felt that should the President decide to boost decentralization of industry as he seemed about to do, a boom for subsistence homesteading was in store. Anticipating such a thing, the Subsistence Homesteads Division was busy last month preparing a booklet containing drawings and floor plans of houses, details of construction, methods and costs, for distribution to interested industrialists.



THAW OUT FROZEN ASSETS

...by modernizing with Chase products

TOT A HOUSE ON YOUR HANDS? Stuck with a mortgage? Money tied up?

Profitable modernization starts with the installation of rustless Chase plumbing. G Here's the answer-profitable modernization!

new bath and shower fixtures, copper gutters and downspouts, copper radiators and water heaters. They're the fundamental things that really make a house worth

After all, people look twice before they buy a house—they can't be "kidded" with gadgets. You need Chase rust-proof brass and copper building products to give you while to a prospective buyer. basic advantages on which to build your sales . . . and thaw out that frozen capital.









COPPER CO. CONN.

Subsidiary of Kennecott Copper Corporation

WATERBURY

A CLEVELAND DECISION

lifts housing's sails. In Alta Vista the first project is complete.

"The whole purpose, although it is somewhat indirectly accomplished, is a public purpose in my judgment."

With these words, District Court Justice Samuel H. West gave low-cost housing its biggest boost since its mention last year in the National Industrial Recovery Act as he overruled last month in Cleveland a motion filed by property owners to dismiss U. S. condemnation proceedings against 17 acres of Cleveland slum land.

With options covering 70 per cent of the site for the \$2.870,000 Cedar-Central apartment unit, first of four developments planned for Cleveland, the Public Works Emergency Housing Corp. went into court last June to file condemnation proceedings against the remainder of the property. Although PWA announcements termed the suits "friendly proceedings," and though City Councilman Ernest J. Bohn shushed that they were being taken simply "because the titles to many pieces of property are mixed and heirs to certain tracts cannot be found," the Government promptly met with property owner opposition. Extending his remarks in dismissing it, Judge West said: "There is nothing to indicate here that the direct object of the law [NIRA] and the proceedings that are being taken under it at the instance of the President is a private benefit to individuals."

Jubilant, Director of Housing Horatio B. Hackett broke his usual silence to say: "It means that we now have a formal court opinion to back us in our right to acquire property for low-cost housing. We are free to go ahead on the program, knowing that our process of land acquisition has a firm foundation in law.

"Should we be challenged anywhere in our attempts to acquire low-cost housing land at a just and reasonable figure, we have this decision of the Federal Court to back us. . . As difficult as it is, we are making far faster progress than private operations have ever made with comparable work. This phase of land acquisition is naturally the longest part in any housing project."

Actual progress of the Public Works Administration's housing program, well over a year under way, amounted to little enough last month. One project had been brought to completion, a limited dividend corporation development at Alta Vista, Va., consisting of 50 "company"-type houses for which Alta Vista mill workers will be expected to make payments over a period of 25 years.

The \$100,000 Alta Vista program, financed by an \$84,000 U. S. loan and \$16,000 supplied by townspeople and the mills, was completed in slightly less than four



The houses in the first U. S. low-cost housing project to be completed are of four different styles, three of which are to be seen here. The Alta Vista (W. Va.) development is to be paid for at the rate of \$20 per month for corner houses and \$16 per month for the others, over a period of 25 years. Sewers were installed as a Civil Works Administration project.

months after its bond contract was signed by Administrator Ickes, who called this a "record-breaking accomplishment . . . made possible because of its freedom from difficulties of land acquisition, which have proved a slowing factor with larger metropolitan projects on PWA's housing program, and because of the type of construction."

As he rescinded two more allotments for limited dividend projects last month—one of \$2,975,000 from the Hallets Cove Garden Homes, Inc. project for Astoria, Queens County, L. I., N. Y., and another of \$1,290,000 from the Hill Creek Homes Corp. of Philadelphia—it was the Secretary's dogged declaration that "The Government has no intention to abandon or sidetrack its low-cost housing and slum-clearance activities, irresponsible outbursts of uniformed critics to the contrary."

Five other limited dividend projects, biggest of which are the \$5,000,000 Hillside project for the Bronx, N. Y., and the \$3,450,000 Boulevard Gardens project sponsored by Subdivider George C. Meyer ("Forest Hills," etc.) at Woodside, L. I., N. Y., were under construction. Since the two projects named above were clearing no slums, the fact that they were actually under way made the prolonged bickering between Secretary Ickes and New York's Tenement House Commissioner Langdon Post not a whit more excusable in the eyes of slum clearance exponents.

The fact that there are projects, PWEHC-initiated and wholly Government-financed, in Chicago, Cincinnati, Cleveland, Detroit and Milwaukee, all of which cities have State-chartered municipal housing authorities like New York's, indicates that Secretary Ickes finds these organizations desirable, but not yet financially responsible. It

has been his feeling that the program would be endangered by a parcelling out of the work. Demonstrating this attitude, the PWEHC suddenly announced two months ago that it had taken options on \$6,000,000 worth of slum land in New York City, and that it intended to take more—an announcement which caused Commissioner Post and the New York Housing Authority, which had itself begun to take options, some consternation.

Said a member of the Housing Authority: "They're just trying to throw a scare into us."

Said Colonel Hackett: "They're afraid of losing prestige unless they do all the work. We want to get the land, build the houses, and sell them back at 70 per cent of the cost."

Said a New York *Times* editorial, entitled "A New City Landlord": "This city needs Federal aid, but not badly enough to warrant a complete surrender of initiative and control. Not even England or Germany has gone so far. It is strange that we should have to learn from Europe the wisdom of decentralizing responsibilities."

Fortnight later, differences between Secretary Ickes and Commissioner Post were patched, and it was learned that the New York Housing Authority had resumed option-taking, with the PWEHC out of the picture at least for the time being. Under option: ten square blocks in the Williamsburg section of Brooklyn.

No mention of the New York situation was made when on August 16 Secretary Ickes issued the statement that before January 1, 1935, the PWEHC would have construction started on two projects in Atlanta, three in Cleveland, and one each in Cincinnati, Indianapolis, Montgomery, Louisville and Milwaukee.

PROPERLY DIRECTED emodeling FOR CONAND (STI. 1) PROPERLY DIRECTED ON CONTROL OF THE CONTROL

SUGGESTIONS FOR ARCHITECTS, CON-TRACTORS AND LENDING INSTI-TUTIONS * * *

The Federal Housing Administration Program will induce thousands of inexperienced owners to improve their homes and business property.

Obviously to you—but in many cases not to them—some improvements take priority over others.

The proper direction of these remodeling dollars can be of great service to the owner, the lending institution and the U. S. Government.

One fact stands out clearly as a guide. Any house or other building which is not comfortably, economically and conveniently heated is deficient as a habitation, unsound as an investment.

Men of the most successful and greatest building experience agree that—

IN REMODELING AND REPAIR \(\sqrt{CHECK} \) THE HEATING FIRST!

AMERICAN RADIATOR COMPANY, largest makers of heating equipment in the world, offers a complete, properly priced line of modern heating appliances both for modernization and new work. Some of its most important equipment is described on the next two pages; following that attention is invited to the Budget Book, an important feature of the service this company is making available to all those participating in the Better Homes program.

In Remodeling and Repair.

"IDEAL" BOILERS



"IDEAL" ARCOLA-A complete hot water heating system for small homes—no basement required.

"IDEAL" REDFLASH—Encased in a smart red enameled jacket, it is not only attractive, but efficient.

"IDEAL" REDFLASH—DE LUXE—Completely enclosed boiler that will be to the basement what attractive fixtures are to the bathroom.

"IDEAL" ARCO ROUND-Staunch, sturdy, entirely dependable low-cost heating.

"IDEAL" MAGAZINE-Virtually self-operating, with the fuel fed by gravity from its magazine.

"IDEAL" WATER TUBE—Sectional construction which makes it easy to install in new or old buildings.

"IDEAL" SMOKELESS—Burns low-priced soft coal, smokelessly and economically.

"IDEAL" OIL BURNING BOILER No. 12— Specially designed for oil burning; hot gases travel five times boiler length.

"IDEAL" GAS BOILERS-For completely automatic, carefree heating with gas.

RADIATORS



ARCO RADIATORS-Occupy less space than usual radiator, yet give same heat output.

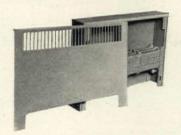
AMERICAN CORTO—Slender tubes of castiron give beauty, compactness, cleanliness and efficiency

ARCO CONVECTOR—For enclosed radiation; the air flowing over the cast-iron fins insures quick, efficient heating.

FANTOM RADIATORS-For fully or partially recessed radiation

MURRAY RADIATORS - Copper radiation designed for concealment,

RADIATOR ENCLOSURES



TYPE "OK"-For new and old homes—a neat frame with either open or ornamental front.

TYPE "AA"-Front panel primarily for use with Arco Radiators-designed to set against face of plaster and rest on base board.

TYPE "AD"—Front frame for use with Arco or Fantom Radiators, leaving face exposed to room for radiant heat.

TYPE "HA" - Enclosure with window stool for use with Arco or New Murray radiation.

TYPE "FS"—A complete enclosure for Arco Convectors, New Murray radiation or general use. Can be free standing, fully or partially recessed.

TYPE "FP"—Adapted for New Murray radiation for recessed treatment and designed to set against face of plaster.



... check the HEATING first

ACCESSORIES



No. 515 IDEAL VACUUM AIR VALVES — Most advanced means of obtaining from single pipe steam installation, the benefits of a vacuum system.

No. 500 ARID SYPHON AIR VALVES — Eliminate all clogging air from radiators silently and automatically.

VENT VALVES—No. 815 Ideal Quick Vent for rapid venting mains. No. 822 Ideal Vac-Vent for removing air in basement piping system; used in conjunction with No.515 Ideal Vacuum Air Valves.

ARCO PACKLESS VALVES - No. 999 for steam; No. 901 for hot water. Absolute protection against leaks—never require repacking.

ARCO DAMPER REGULATORS — No. 800 Arco Water Regulator automatically controls drafts to maintain water temperature desired. No. 905 Arco Steam Regulator controls drafts to maintain pressure desired.

ARCO RADIATHERM — Automatic radiator control for individually regulating temperature in different rooms.

COPPER PIPE AND FITTINGS

ARCO COPPER PIPE — At little more than the cost of an ordinary iron installation, the All-Arco Copper installation will help bring plumbing and heating systems up to date. It is non-porous, will not rust or crystallize, resists corrosion. It is available in hard and soft temper, in three standard weights, and in all standard sizes up to 2".

ARCO FULL-FLOW WROUGHT COPPER FITTINGS—Arco fittings are copper, like the pipe they join. There is no chance of electrolytic action between pipe and fitting; their coefficient of heating, cooling, contraction and expansion is identical with the pipe; they will not crystallize under strain; they are far more ductile and will stand freezing better than a casting. They are easily and quickly handled, thus saving labor costs.

ARCO WAND VACUUM CLEANER



The Arco Wand, stationary model, is a centrally installed vacuum cleaner that comes in various sizes for residences, schools, theatres, hotels, office buildings, etc. It is an ideal item for Modernization, for it constitutes a permanent property improvement, as well as adding to cleanliness, efficiency and comfort. It does away with the need for moving heavy equipment from one room to another; keeps noise and dust and dirt in the basement. It is also available in portable models, and with specialized equipment for specialized jobs.





offers this handy Budget Book



And—more important—it provides a complete working chart of what to do. It covers every room in the house, from cellar to roof, and every type of construction work, inside and out. It is a handbook to guide him in bringing his home up to the new standard. It covers heating, plumbing, carpentry, masonry, painting, etc. It tells what to look for in repairs; it tells about new methods, new materials, new planning; how to evaluate the various items in their real importance to the home; how to get estimates; the proper order of procedure. At the finish there is a handy tabulation.

You will find that the use of the Modernization Budget Book by home owners will help them get correct estimates, and give you a check on the correct amount and use of the money. Have your secretary mail the coupon today for a sample copy. You will be interested in reading it. As many other copies as you want for distribution, imprinted with the name of your organization, will be sent to you, free, on your request.





Dreams of home owning that faded during depression are brighter now. But the last few years have taught people to shop shrewdly. They'll expect full value for their money—and plans that include modern home conveniences. They'll be quick to appreciate such added advantages as telephone conduit and outlets—no matter whether they build, or buy and remodel.

Included in walls and floors during construction, telephone conduit much more than repays the little it costs. It prevents unsightly exposed wiring, permits outlets to be located at convenient points throughout the house, guards against most types of service interruptions.

Some of the outlets may not be needed immediately. But they're ready when occasion arises. These outlets may be equipped for portable telephones which can be plugged in quickly at any location.

Your local telephone company is always glad to work with you in choosing telephone equipment and planning conduit layouts. Just call the Business Office and ask for "Architects' and Builders' Service." No charge, of course.



A SURVEY OF 268 CITIES

reveals ascending rents on homes, with capital taking cognizance.

Twice a year the National Association of Real Estate Boards takes out its watch and counts the pulse beats of the real estate market. For the past three years, it has tucked the watch back in its pocket with a forlorn shake of the head. This year, however, the patient appeared to be much better, and the association was delighted to make public its findings.

Amassing figures from 268 cities, the association reported improvement in what it called "foundation conditions," such as:
¶ Space absorption, reaching in some sec-

tions even to business structures.

¶ Increased return for real estate investment, promised by sharpening rent conditions.

An already measurable re-entrance of capital seeking investment.

■ Predominantly steady or falling interest rates.

The table most building men studied with interest was one covering rent prices in residential properties, for wise building men know that a steadily upward moving rent trend is the surest indication of future building activity. Shortages, they know, indicate a need, but increased rents mean a demand. Thus, they were gratified to learn that 49 per cent of the cities surveyed reported rents going up on residential properties, with 42 per cent remaining stationary, and only 9 per cent going down (see below).

Business properties appeared to be not so well off, except in the East South Central States, where 22 per cent of the cities reported an upward trend. For the country in general, office building rents in only 9 per cent of the cities were going up; in 78 per cent they were staying about the same, and in 13 per cent, they were still going down.

Other high spots of the survey:

Selling prices are higher in 33 per cent of the cities, unchanged in 53 per cent, lower in 15 per cent.

The real estate market was reported more active in 70 per cent of all cities reporting, and in 80 per cent of all cities over 500,000.

Shortages in residential and business properties were indicated in more cities this year than last (see below), amounting to 49 per cent for the entire country in single family dwellings, 20 per cent in apartments, and only 5 per cent in business properties.

The subdivision market was better in only 14 per cent of the 268 cities, the same in 65 per cent, and less active in 21 per cent.

Capital seeking investment showed itself in about one-fifth of the cities (the first increase since 1929), but in 70 per cent of the cities there was still an absence of capital.

Interest rates are falling in 18 per cent of the cities reporting, steady in 72 per cent, and higher in 10 per cent.

EARNINGS

N an analysis of the second quarter earnings of 224 companies, Eastman, Dillon and Co., stock brokers, noted last month a marked pick-up in the heavy goods industries, in contrast to a poorer showing by those industries more closely related to the consumer.

The companies were split into 24 general groups, among which was building, represented by six companies, and sharing with but one other group the distinction of having carried over a deficit into 1934. In building's case, an advance was made from a deficit of \$1,341,918 for 1933 to one of

\$98,245. Automobile profits dropped from 39 million to 38; food and drugs from 27 to 26; utilities from 67 to 59; and retail trade from \$264,519 profit to \$337,864 loss.

Last month reports being made by a somewhat larger assortment of building supply companies indicated that there had been still more substantial improvement in the field than the Eastman, Dillon survey had allowed:

(000's omitted; D=deficit. Where period is not stated, report is for six months ending June 30)

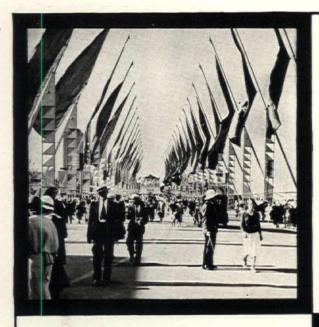
41-111 TH - 1 4 H	1934	1933
Air-Way Electric Appliance	4	87 D
Armstrong Cork (linoleum, etc.) 1		633
Barker Bros. (hotel furnishings, etc.) Bigelow-Sanford Carpet		345 D
Brunswick-Balke-Collender	215 21 D	131 D 402 D
Philip Carey, (year, as compared with	21 1	402 D
loss of \$355,854 in 1932)		51
Celotex (6 months ending Apr. 30)	198 D	559 D
Certain-teed	486 D	730 D
Cook Paint & Varnish	190	125
Congoleum-Nairn	.346	1,012
Cutler-Hammer, Inc. (electrical de-		
vices)	105	202 D
Devoe & Raynolds (before Federal		
taxes)	269	49
S. R. Dresser Manufacturing (owns	-	
Bryant Heater)	29	5
Easy Washing Machine	4	62
Eureka Vacuum Cleaner	146	25
Evans Products (flooring, etc.)		8 262 D
Formica Insulation	15 D 37	262 D 33 D
General Asphalt (12 months ending	31	33 D
June 30)	156	728 D
General Electric	463	5,954
General Electric	,105	3,731
May 31)	80	79 D
Heywood-Wakefield (theater seating,		
school furniture, etc.)	59 D	387 D
Holland Furnace (quarter ending June 30)		
June 30)	112 D	60 D
Johns-Manville Kelvinator (9 months ending June	174	862 D
Kelvinator (9 months ending June		
30)	,212	754
Libbey-Owens-Ford		2,157
Long-Bell Lumber		1,696 D
Maytag Co	,047	76
Minneapolis-Honeywell Regulator		105 D
Mohawk Carpet	240	32
National Lead	2,007	1,698
Newport Industries, Inc. (turpentine, etc.; owns 50 per cent of		
Armstrong-Newport Co., manu-		
facturers of insulating board)	155	11 D
Otis Elevator		1,028 D
Pacific Door & Sash (year, as com-	275 25	1,020 2
pared with loss of \$252,910 in		
1932)		153 D
Pittsburgh Water Heater (year)		205 D
Revere Copper & Brass	969	224 D
Reynolds Metals	967	574
Simmons Co	697	311
U. S. Gypsum	,142	832
U. S. Gypsum		
ending May 31)	22 D	315 D
Westinghouse	32 D	5,570 D
Yale & Towne	62	189 D

PERCENTAGE OF CITIES REPORTING UPWARD, STATIONARY OR DOWNWARD MOVEMENTS OF RESIDENTIAL RENTS AS COMPARED WITH JUNE, 1933

Section and Size of City	Single Family Dwellings			Two Family Dwellings			Apartments		
	Up	Stat.	Down	Up	Stat.	Down	Up	Stat.	Down
Totals for U. S. and									
Canada	49	42	9	32	57	11	35	61	4
New England	34	33	33	30	30	40	25	42	33
Middle Atlantic	40	56	4	24	71	5	27	71	2
South Atlantic	54	41	5	33	61	6	44	53	3
East North Central	64	27	. 9	47	44	9	53	44	3
West North Central	48	38	14	15	70	15	33	67	_
East South Central	67	22	11	67	33	-	56	44	-
West South Central	61	33	6	55	39	6	33	67	_
Mountain	30	62	8	15	70	15	23	70	7
Pacific	37	53	10	15	68	17	17	80	3
Canada	34	33	33	_	67	33	_	67	33
Over 500,000	30	70	_	33	67	-	30	70	_
200,000 to 500,000	43	57	-	24	76	_	52	48	-
100,000 to 200,000	71	18	11	46	43	11	50	39	11
25,000 to 100,000	54	33	- 13	31	50	19	33	58	9
Under 25,000	42	48	10	30	61	9	28	70	2
District and County									
Boards	48	46	6	33	60	7	33	67	_

PERCENTAGE OF CITIES REPORTING OVERBUILDING, NORMAL SUPPLY OR SHORTAGE IN SINGLE FAMILY DWELLINGS, APARTMENTS AND BUSINESS PROPERTY

Section and Size of City	y Single Family Dwellings			Apartments			Business Property		
	Over	Nor- mal	Short	Over	Nor-	Short	Over	Nor- mal	Short
Totals for U. S. and									
Canada		47	49	14	66	20	37	58	5
New England	12	50	38	25	67	8	46	54	-
Middle Atlantic		45	49	14	66	20	36	60	4
South Atlantic	11	43	46	16	52	32	37	52	11
East North Central	6	46	48	15	60	25	42	53	5
West North Central	-	45	55	19	71	10	43	57	_
East South Central	-	67	33	_	89	11	67	33	-
West South Central	_	41	59	11	61	28	33	67	-
Mountain	_	38	62	8	69	23	15	85	_
Pacific	_	50	50	12	77	11	28	63	9
Canada	-	100	_	33	67	_	33	67	_
Over 500,000	_	71	29	33	67	-	78	22	-
200,000 to 500,000	-	60	40	24	71	5	62	33	5
100,000 to 200,000	7	50	43	32	61	7	62	38	-
25,000 to 100,000	6	46	48	9	76	15	25	72	3
Under 25,000		42	56	11	61	28	31	63	6
District and County									
Boards	6	48	46	9	63	28	32	57	11



AT THE

VVORLD'S FAIR

Nowhere is the versatility of Sloane-Blabon Linoleum better demonstrated than its use at the World's Fair in the Firestone Building and the Model Home of the Lumber Industries—two exhibits as different as day is from night. In the former (right) plain black Sloane-Blabon Linoleum is used; for the kitchen of the latter (below) one of our popular inlaid patterns was selected. It is only natural that Sloane-Blabon Linoleum take its place at the Fair with other materials of progress, for this quality floor-covering is as modern as the Century of Progress itself.





Colorful, resilient, sound-absorbing and sanitary, Sloane-Blabon Linoleum is an ideal floor-covering for homes, schools, hospitals, hotels, offices, stores and other installations where a distinctive, long-wearing, economical floor is desired. Available in a wide selection of tasteful patterns and beautiful colors in both contract and household weights at leading stores and linoleum contractors throughout the country. Write for our "Linoleum Handbook," containing much information of value to architects. W. & J. Sloane Selling Agents Inc., 577 Fifth Ave., New York.

SLOANE-BLABON LINOLEUM

THE

FORUM OF EVENTS

(Continued from page 6)



Moffett-Russ

Astronomer, architect, building commissioner Richard E. Schmidt

FIRST MAGNITUDE STAR

Bicycling, sketching, and astronomy are not as a rule the recommended pursuits of the youth who wishes to grow up to be a Building Commissioner in a big city. Yet apparently they were better training than ward heeling for Chicago's new Building Commissioner, scholarly architect Richard E. Schmidt.

Born in Europe in 1866 the future hospital expert arrived on these shores before his first birthday to be brought up in Chicago and attend the Massachusetts Institute of Technology. Bicycling days brought together the partnership of Schmidt, Garden & Eriksen and a successfully executed early commission brought the more than 300 hospitals which made their reputation.

No politician, the new Commissioner has served notice on architects who may think that professional courtesy might do what political influence cannot that no favoritism can be expected. Pointing to the Building Code he helped to frame, he says "Boys, here's the book of rules."

As his first official act he swung a pick to start the demolition of more than 350 condemned Chicago buildings which relief workers will supplant with small neighborhood playgrounds.

ERRATUM

To Messrs. Maxfield E. Gluckman, Donald M. Douglas and three dozen resentful admirers apologies for having interchanged their photographs in the account of the Brunswick-Balke-Collender Co.'s bar competition on page 136 of the August issue of The Architectural Forum.

AWARDS

The annual graduate scholarship in architecture of N. Y. U. to Rollin L. Wolf of Allentown, Pa. Julius Kabatsky of Brooklyn, N. Y., was chosen as alternate. This scholarship provides for a year's study in N. Y. U.'s College of Fine Arts and was awarded as the result of a competition for the design of summer school of art on a plateau in the Rocky Mountains.

REGIONAL RESURRECTION

It should be noted that the remodeling project presented on page 191 et seq. was done for the New York Housing Authority with funds supplied as a part of New York's relief program.

DEATHS

RAYMOND M. HOOD, F.A.I.A., 53, architect in Stamford, Conn., August 14.

Raymond Mathewson Hood was born in Pawtucket, R. I., March 29, 1881. He attended Brown University for a time and was graduated from Massachusetts Institute of Technology in 1903. After working in the offices of Cram, Goodhue & Ferguson, in Boston, and of Palmer, Hornbostel & Jones, in New York, he studied at the Ecole des Beaux Arts, in Paris, finishing in 1911. He returned to the office of Henry Hornbostel, in Pittsburgh, and in 1914 established his own office in New York.

After minor early works, such as Mori's restaurant in Greenwich Village, his design, submitted in association with John Mead Howells, was placed first in the Chicago Tribune competition and the building subsequently erected was his first major commisssion. The American Radiator Building followed in 1924. The Daily News Building (1930) and the McGraw-Hill Building (1931) were executed by his firm alone. He collaborated with Reinhard & Hofmeister, Corbett, Harrison & Mac-Murray, and his partner, J. André Fouilhoux, on the buildings of Rockefeller Center. He was responsible for much of the work of the Commission of Architects for the Century of Progress Exposition, in Chicago, and designed the Electrical Building for the Exposition.

In 1926 he received the Medal of Honor of the Architectural League of New York, and from 1929 to 1931 was president of the League. He was a member of the jury for the memorial to Columbus at Santo Domingo in 1929. He was a trustee of the Beaux Arts Institute of Design of New York, a member of the Architectural League, the American Institute of Architects, the Groupe Americain des Architectes Diplômes, and of the Beaux Arts Society. Other clubs were the Tavern Club, Chicago, and the Players and Uptown Clubs in New York. He was a Chevalier of the Order of the Crown of Belgium. (See page 15.)

HENDRIK PETRUS BERLAGE, 78, architect, at The Hague, Holland, August 12.

Hendrik Berlage made a secure niche for himself in architecture's Hall of Fame as one of the leaders of the modern movement. Educated at Zurich, and recipient of honor-



Courtesy, Netherlands Railway

Amsterdam's Stock Exchange which Berlage built and critics damned

ary degrees from various European universities, his Amsterdam Stock Exchange, completed in 1904, raised a storm of criticism which carried him to the forefront of the exponents of a new architecture. In his own "declaration of independence" he insisted that every form and ornamentation which did not result directly from the structure itself should be eliminated.

In 1911 Dr. Berlage visited the U. S. lecturing in New York, Boston, Philadelphia, Chicago and Washington. At this time he was not particularly impressed by our skyscraper architecture, preferring the already old-fashioned Flatiron Building.

Besides the Amsterdam Stock Exchange Dr. Berlage designed a large office building for an insurance firm at The Hague and The First Church of Christ Scientist in the same city. In 1932 he was presented with the British Royal Gold Medal by George V in recognition of his work in town planning.

COMPETITION

Good Housekeeping announces a Remodeling Competition for two prizes of \$500 each. These are to be awarded for the best remodeled exterior and the best remodeled interior, respectively, actually executed during the next year. Gold medals will accompany the cash prizes.

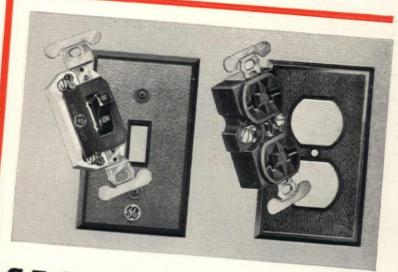
An upper limit of cost of \$5,000 for exterior and \$700 for interior has been set. The photographs must be submitted before June 30, 1935, and will be judged by a jury consisting of Frederick L. Ackerman, Arthur Loomis Harmon, Dwight James Baum, Arthur I. Meigs, Frank J. Forster, William Groves Perry, and Helen Koues, Director of Good Housekeeping Studio.

(Continued on page 39)



G-E WHITE ELECTRICAL CONDUIT For Permanent Protection

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ELECTRIC

MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT

THE

FORUM OF EVENTS

(Continued from page 28)

BOOKS

A Business Man Looks at Building

The Evolving House, Vol. II: The Economics of Shelter, by Albert Farwell Bemis. The Technology Press, Massachusetts Institute of Technology, Cambridge, Mass., xxxvii, 605 pp., 5 illus., 82 tables, 29 appendices, 8vo. \$4.

Mr. Bemis is the president of Bemis Industries, Inc., an organization devoted to the subject of prefabricated houses. He has, in pursuit of knowledge, made painstaking research into the history of the house. This was presented in Vol. I of this series. Vol. II is concerned with the economic side of providing shelter for man's domestic existence.

As the author himself says, the procuring of adequate statistics for such a study is enormously difficult. The amount of work involved in procuring, coordinating, and arranging the statistical matter contained in this volume is staggering to contemplate. The result is a source book of enormous value to the student of, and writer on, the economic side of the house question.

It is true that the high cost of shelter is in

great part due to wastefulness and inefficiency in the building industry. It may be true that mass production will abolish all these ills and so reduce the cost of shelter that every man may own his own home. Again this may not be true. Successful mass production carries with it, in the minds of many, rapid obsolescence and periodic replacement. It is, to say the least, a debatable point that the constant shiftings would be socially desirable. Mr. Bemis assumes it to be true and much of his interpretation of statistics is colored by that assumption.

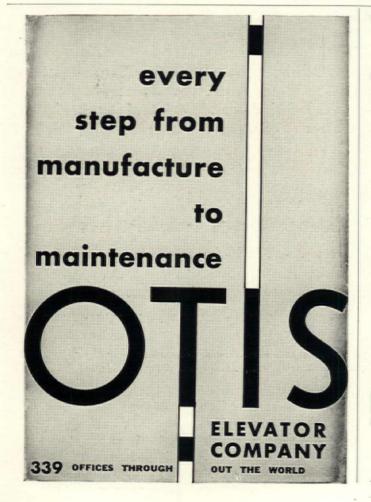
For instance on pages 43 and 44, "In the past thirty years, however and especially since the World War, there has been a marked trend in urban and suburban communities toward the multi-family dwelling; in many cases a majority of families provided with new housing has been sheltered in such dwellings. This is clearly brought out by Table 7, compiled by the United States Bureau of Labor Statistics and based upon building permit data for 257 American cities; the data are shown graphically in Chart 12." This statement is apparently based upon the assumption that a two family dwelling is also a multifamily dwelling. Otherwise the table and chart show that since 1928 the increase in the percentage of single family dwellings has been so great that in 1932 it was nearly the same as in 1921.

In concluding Mr. Bemis says on page 504, "When waste shall have been elimi-

nated and the costs reduced, when a guaranteed product is available, those who are now buying inefficient housing, and paying a great deal too much for what they get, will probably spend the same 20 per cent of their annual income on shelter and employ the same amount of labor to produce it. But they will get far more for their money, and that will mean an increase in the buying power of the day's work, whether in building construction or other work. The resultant enormous demand for better and cheaper housing will mean more work for all those now employed so inefficiently. There is no part of the body public that will not respond to the stimulus and life imparted by new conditions in the housing industry."

There is no mention of any scheme of procedure for securing aught but shelter. The problem of land control, how the sewers, water, gas, electricity, roads, etc., are to be provided is not revealed. "Economic rent" bulks large in the discussion, but that "economic rent" does not include these factors. Until real study has been made of these questions, along the lines initiated by the editors of FORTUNE, and some rearrangement of the system of payment for necessary services or land improvements devised, the discussion of the production cost of buildings alone is not of prime importance.

It would be unfair to close this brief review of Mr. Bemis' book without again
(Continued on page 32)



MAIDA



MCCHOP

A baffled young matron is Maida McChop.

Her efforts at parties are always a flop.

At twenty-to-ten all her guests begin yawning

(Though elsewhere they frolic, untiring, till dawning!)

No cup that she serves them proves quite efficacious

To keep them good-humored, alert and vivacious.

It isn't shortcomings of food or of drink

That put all her parties so soon on the blink.

The numbing effect of the air in her home . . . (a

Quite needless wet blanket) . . . induces a coma.

4 4 4

The thing that she needs to dispel her despair Is Bryant to come and condition the air.

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» » At The Delmonico gentlefolk are assured of the unobtrusive service and quiet taste that they are accustomed to enjoy within their own homes.

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LIGHTOLIER

Now conveniently located at

THE

FORUM OF EVENTS

(Continued from page 30)

calling attention to the vast amount of work, carefully and intelligently done, which has gone into the compilation of the statistical matter. The volume will be a valuable source of reference for the long time intervening before some one else has the enthusiasm and patience to attempt another such book. The Technology Press has contributed no small part by the splendid composition and the printing of charts, tables, and text. These combine to produce a volume that is a pleasure to read.

Russian Medieval Architecture, by David Roden Buxton, Cambridge University Press, The Macmillan Company, New York, xi, 112 pp., 108 plates, 9 text illustrations, 8 vo., \$7.

Viollet-le-Duc attempted to write on Russian architecture, but, having to rely entirely on second-hand information in a day when the photographic reproduction was non-existent, the results were not very successful. The only other notes on Russian work available to those unacquainted with the Russian language are in Fergusson (prejudiced and inaccurate) and

a brief account in the 14th edition of the Encyclopedia Britannica.

One work, in Russian, by Grabar, commenced serial publication in 1909, but was suspended as a result of the World War.

Architects and students will, therefore, be glad to know that here at last is a profusely illustrated, scholarly and thorough account of the development of Russian design which includes the trans-Caucasian architecture of Georgia and Armenia as

The author made three long journeys through Russia in search of the material for this work. It is interesting to find that his conclusions as to the sources of influence are the exact opposite of those of Viollet-le-Duc. The Frenchman emphasized the Asiatic aspect while Mr. Buxton concludes that many important developments were the result of European influence and that many buildings, notably most of Moscow's Kremlin, were actually designed by Italians who were imported into Russia about the year 1500.

One of the most interesting of the influences upon design noted by Mr. Buxton is that of successive edicts from ecclesiastical or temporal authority. In 1650 the Patriarch issued an edict forbidding the then common tent-roof, thus fixing the onion dome as the characteristic church roof. Again in 1714 Peter the Great's ukase forbade the use of stone as a building material outside the city of St. Petersburg.

It can easily be seen, once it is pointed out, that these two prohibitions must have had an enormous effect.

The treatment of the trans-Caucasian architecture is just as interesting if not quite so detailed. It is unfortunate that the author could not have included some photographs of the Cathedral of Ani, the ancient capital of Armenia, with its remarkable Gothic interior which considerably antedates Western Gothic design.

An interesting avenue of speculation is opened up by the statement that some of the Novgorod churches have earthenware pots embedded in the walls which act as resonators. As St. Sophia, the earliest existing Novgorod church, is of 11th century Greek design, perhaps this is a clue to the perplexing mention of pots as resonators in the ancient Greek theaters?

The plates are almost without exception from photographs taken by the author and are splendidly clear in detail and excellently reproduced. The printing is of the highest

A book that must be included in any library of architecture that pretends really to cover the subject.

Carnegie Pocket Companion; 24th edition, Carnegie Steel Co., Pittsburgh, 524 pages, 8 vo.

The 23rd edition of this valuable hand book was published in 1923. That edition (Continued on page 34)

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Tomorrow
he'll be a Citizen

TODAY, aglow with vitality, he romps his carefree way through a delightful and exciting world. Tomorrow, he'll be a citizen.

Her future men and women are a country's most precious resource. Give them schools that offer an inspiring environment for mental growth, that protect their physical well-being—and guard them against the ever-present menace of fire.

No school building today need be of inflammable construction because of budget limitations. Regardless of type or size, any school can be made fire-safe at moderate cost through the use of Kalman Steel Joists. These joists, in combination with concrete slab and plaster, provide a barrier between the floors that fire cannot pass, making the building virtually fireproof.

Kalman Joists make a school not only secure against fire but a better, more efficient building. They form a floor structure that never shrinks, to cause ugly cracks where walls and floor meet, and let in cold air and vermin. And Kalman-built floors don't readily transmit vibration and sound, preventing noises overhead from disturbing classrooms below.

Architects are using Kalman Floor Construction extensively in schools and other types of occupancy buildings, and in residences. Both Kalman Joists (one-piece steel trusses) and MacMar Joists (steel trusses assembled by pressure welding) offer fire-safe construction at reasonable cost.





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Niels Esperson Bldg., Houston, Texas. John Eberson, Architect, Chicago, Ill. Harry E. Weaver, Res. Architect. Hedges Roofing Co., Houston, Texas. Finished with Genasco Built-up Roofing, 1927—in good condition, 1934

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Philadelphia

New York

Chicago





St. Louis

Built-up Roofing

THE

FORUM OF EVENTS

(Continued from page 32)

was exhausted in 1930 and an abridged edition was issued to meet the constant demand of architects and engineers. Now a new 24th edition is available, expanded and improved in many ways.

Besides containing the usual tables of "Elements of Sections" and "Essential Data," for all the various shapes, structural, naval, and otherwise, there are valuable tables of metric equivalents, unit stresses of all sorts of other materials, specific gravities and weights, and, particularly noteworthy, tables of the properties of a number of types of open-web joists.

To put it briefly this new edition of the Pocket Companion contains all the information necessary for the simpler forms of structural design.

Bibliography of Information on Air Conditioning: United States Department of Commerce. Willard L. Thorp, Director, III, 46 pp., 8 x 10½, mimeographed.

This bulletin of the Department of Commerce will be of enormous assistance to architects who are anxious to be informed on the subject of air conditioning.

An effort has been made to list all references of any value for 1933 and the early part of 1934. For the period 1929–1932 the list is much abridged and nothing prior to 1929 is included. This assures the inquirer that no material is out of date.

The major part of the references are to articles in professional magazines, but there is also a list of books and pamphlets separately published and devoted solely to this subject.

The use of this bibliography will save much time and energy for the architect confronted with air conditioning problems.

MOBILE HOUSING

The house to end the housing problem is proposed by Housing Researcher Corwin Willson of Flint, Mich.

Inspired by the axiom that the greater part of housing cost is the speculation controlled price of land, and possibly influenced by the major industry of his environment, Mr. Willson proposes a house on wheels.

This is not a flimsy collapsible auto-trailer type of weekend gadget, but a seriously planned housing unit. The sole reason for the wheels is to eliminate the necessity for permanent location.

The inventor believes that land, and house, should only be paid for when they are used. He further believes that even the humblest home owner should be able to secure change of location with climatic change. Therefore this mobile house is designed to be moved from one spot to another as Summer succeeds Winter. The owner buys a standardized, mass produced article, financed on sound deferred payment lines, and priced within the reach of all. He pays a ground rent, if, when, and as necessary during such time as he actually occupies the land in question. He does not pay rent at an unknown rate for the manifold improvements to raw land considered necessary to modern housing.

Just what the effect upon the water supplies of some communities would be if such houses came and went in large numbers and at frequent intervals is not touched upon. The inventor has, however, so seriously considered so many other possibilities that this one too is probably provided for.

Mr. Wilson has done his utmost to make his scheme worthy of serious attention by considering deeply the social aspects. One of the most important is the effect of such housing on the problem of migratory labor.

(Continued on page 36)

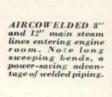
Inother AIRCOWELDED piping job

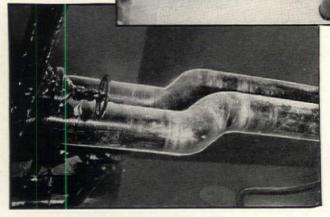
Heating and power piping in this big office building . . .

Adding boiler capacity and a complete power plant constituted the project recently carried through at 11 Broadway. For this new heating and power service designed for 165 lb., extra heavy pipe was used. Speed was an important factor on the project and its accomplishment was materially aided by the inherent time-

saving advantage of the AIRCOWELD-ING process. AIRCOWELDING was used throughout, as well as AIRCO oxygen, acetylene, welding apparatus and supplies.

The project was planned by Robert V. Blodget, Architect and Consultant of 11 Broadway. And right through the job AIRCO rendered its customary full and efficient co-operation.





Another view of the AIRCOWELDED 8" and 12" main steam lines to engines. Extra heavy pipe was used throughout.

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Definite evidence of the widespread use of AIRCOWELDING is presented by the representative oil, gasoline and natural gas lines and heating and power piping jobs illustrated and described in this bulletin. They show that AIRCO-WELDING stands thoroughly tested and proved and its speed and economy firmly established. Write for your copy — today.



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NOISE

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An Acousti-Celotex ceiling in the Second Church of Christ Scientist, Hartford, Connecticut

ARCHITECTS are specifying Acousti-Celotex for a great variety of buildings, new and old—for offices, restaurants, hospitals, schools and churches. For correct hearing conditions, Acousti-Celotex provides notable results in efficiency and economy of maintenance.

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The modern rectangular units

of Acousti-Celotex in ample variety of sizes and ability to be painted or stenciled are easily adapted to many variations of design and arrangement of patterns to give charm and originality. In the hands of the designer, they can be made to harmonize with any desired scheme of decoration.

Acousti-Celotex contracting engineers in your city will inform you about the lower prices, or give you any other information, including facts about Type A, the new half-inch material, that you desire; or write direct.

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Technical Note—Acousti-Celotex has 441 perforations per square foot. One square foot of Type Triple B absorbs, at 512 cycles, 91% of the incident sound.



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THE FORUM OF EVENTS

(Continued from page 34)

AMEBIASIS

A YEAR ago the country was startled to learn that amoebic dysentery had appeared in the country to an extent threatening to become of epidemic proportions. Seven hundred and twenty-one cases and fourteen deaths were the final count. Most laymen associate this disease with tropical climates, warfare, and primitive sanitary conditions generally. Fortunately, medical men know that it is a constant danger. Investigation was immediately made to locate the means of infection.

Now that time has allowed all possible avenues of investigation to be checked it seems to be the consensus of opinion of the various authorities that the defective plumbing of a Chicago hotel was the chief factor in spread of this malady. It was found that many cases had had their apparent commencement as the result of meals at this hotel. Food handlers were examined, treated for the disease, and removed from duty until tests showed cure. This did not succeed in stopping the trouble, so further search for causes was started. This showed that there were three possible ways by which food might be infected.

The first was "generally defective water and sewerage pipe layouts, potentially at least permitting back siphonage of a number of fixtures, such as bath tubs and flush toilets into water lines."

Second "chance breaks in sanitary sewers or heavy overflows of mixed sanitary sewage and storm water drainage in and outside of the basements."

Third and most important, "Cross connections of a serious character between water lines carrying potable water and water potentially subject to contamination."

The quotations are from the report of a special committee assembled by Chicago's Board of Health President Dr. Herman N. Bundesen whose handling of the whole situation prevented much worse conditions. This committee was made up of Dr. Albert J. Chesley, Minneapolis; Col. Charles F. Craig, M.D. retired, New Orleans; Dr. Morris Fishbein, editor Journal of the American Medical Association, Chicago; Dr. Ludwig Hektoen, Chicago; Dr. Thomas Bird Magath, Mayo Clinic; Dr. George W. McCoy, Washington, D. C.; Dr. Henry E. Meleney, Nashville; Dr. F. W. O'Connor, Columbia University; Dr. Milton Portis, Chicago; and Abel Wohman, chief sanitary engineer, Maryland Board of Health.

If such conditions can exist in a presumably first class hotel in a large city they can certainly be found more readily in older buildings in less important communities.



DRASTIC TEST

Writers of city building codes and architects still doubtful of the safety of welded steel structures will join with welding proponents in studying the result of an explosion in a factory built in 1932, of entirely welded frame.

The photograph is an eloquent testimonial to the strength of both explosion and welding. It is authoritatively stated that not a single weld failed.

VITAL AIR ...



IR is the most essential element of life. Man can do without food, water and sleep for days. But air he must have always. ¶ For 70 years Sturtevant has devoted its efforts to the vitally important task of air research and to the development of equipment to mechanically supply air in any desired quantity and condition. ¶ Today, many thousands of places are served by this equipment. They range in size from New York's towering 85-story Empire State Building to small single rooms. Sturleyant B. F. Sturtevant Company, Hyde Park, Boston, Mass.



VENTILATING . HEATING . AIR CONDITIONING EQUIPMENT

YOUR CLIENTS WILL APPRECIATE THIS NEW, quiet, SANITARY TOILET



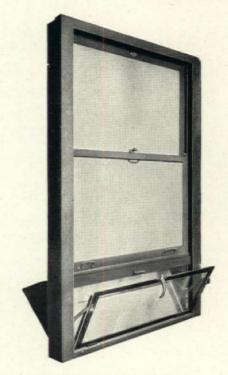
"The most important room in the house is the bathroom. It should have the most efficient plumbing for the preservation of health. That's why I say Kohler Matched Fixtures every time. They never fail to impress people who are building or modernizing. And that's especially so with the new Kohler Bolton which is priced so surprisingly low."

HERE is a modern, compact, unobtrusive toilet—the new Kohler Bolton Reverse Trap. It has quiet, positive syphonic action—a thorough cleansing flush with a minimum of water. Absolutely prevents contamination of home water supply, since inside bottom of tank is $\frac{3}{4}$ inch above highest point of bowl rim.

The low tank gives the Bolton exceptionally graceful proportions. Tank and bowl are securely held together with four bolts. There is no exposed flush connection. The Bolton stands away from the wall—in many replacement installations tile or plaster need not be torn away. That's why the Bolton stands ace high as a modernizing item.

Notice how the Bolton harmonizes with the Kohler Metropolitan bath—modern lines, flat surfaces, beveled corners. Local plumbers will gladly tell you more about the Bolton and other Kohler Matched Fixtures. Or, visit the nearest Kohler showroom. Information also from Kohler Co. Founded 1873. Kohler, Wisconsin.

KOHLER OF KOHLER planned plumbing



Double Hung Silentaire Window

SILENTAIRE WINDOWS

Office workers often have to choose, in summer, between ventilation and quiet. This necessity is eliminated in the new Silentaire Window recently announced by Truscon Steel Co. of Youngstown, Ohio. It is not a gadget to be attached to an existing window, but a simple non-mechanical combined muffler and ventilator built into the window unit in the factory. This enables the cost to be kept to the point of being very little more expensive than an ordinary window. It is said to provide a degree of quiet equal to an ordinary window tightly closed. The cut shows the double hung unit. There is also a full line of casement units.

STAMPED STEEL SINKS

Sinks of stamped steel porcelain enameled are made by the Briggs Manufacturing Co., Detroit, Mich. This company has had 20 years' experience in the manufacture of automobile bodies and has applied this to the manufacture of these new sinks. Their great advantage is their lightness which reduces shipping and installation charges. They are supported on chromium tubular legs and come in a great variety of sizes and colors.

The steel is not, strictly speaking, steel, but crystal etched 14-gauge Armco Ingot Iron. This forms the corrosion resisting base upon which the enamel is baked. The enamels are extremely hard and are acid resisting as well. Besides the ordinary models there is a line of cabinet sinks in which the space underneath the ordinary sink is utilized for storage.

36-HOUR FLOOR REPAIRS

Concrete, wood, brick, asphalt or composition floors that have become rutted, rough or broken down may be repaired or resurfaced and ready for use in thirty-six hours by means of a new material known as "Stonhard Resurfacer." It provides a tough, resilient surface which is waterproof, fireproof, dustless and non-skid, and can be applied with an ordinary trowel without extensive preparation. The makers are the Stonhard Company, 401 North Broad St., Philadelphia, Pa.

(Continued on page 40)

SELLING BY NIGHT AS WELL

AS BY DAY





NEW form of architecture and a new force in selling began in New York City recently with the construction of this Shell Oil Station. The building is a structure of steel and glass erected by the Sealed Joint Products Company, Inc., under their patent rights. The official colors of the Shell Oil Company were reproduced in glass. In daytime the walls glisten attractively with reflected sunlight. The hollow "steelglass" walls are provided with concealed lighting and at night the entire building glows. This building is truly a shining example of display advertising and indicates what can be done with this type of construction. And it is one more use of glass as a building material.

> Macbeth STRUCTURAL GLASS



- Filling station of Shell Eastern Petroleum Corporation 124th Street and Morningside Avenue, New York City.
- Eberson & Kautsky and Gilbert Miles Ramsay, Arch-
- Erected by Sealed Joint Products Company, 30 Rockefeller Plaza, New York City.
- Colored Glass Tile manufactured by MACBETH-EVANS GLASS COMPANY, Charleroi, Penna.

COMFORT CONTROL for

LARGE BUILDINGS

from an ordinary wall thermostat

Now you may offer temperature control for one room, a section or an entire building as readily as you provide for thermostatic control of a residence heating system.

Sylphon electric control valves merely replace ordinary radiator valves to automatically regulate the amount of steam admitted to each radiator to provide uniform room temperature at any predetermined degree at the breathing line.

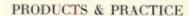
Actuated by a simple wall thermostat which may be connected to operate one or several valves, from a local or remote point.

Operation is simple, fool-proof. The wall thermostat closes a low voltage electric circuit when the room or building temperature reaches the maximum set point of the thermostat. This current passes through a small resistance coil in the Sylphon Valve and heats a volatile liquid sealed in the actuating "heat motor" of the valve. Expansion of this liquid produces pressure which closes the valve until room temperature, returned to normal, causes the wall thermostat to break the circuit and permit the valve to open again.

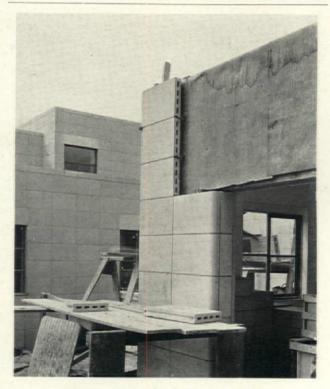
This system is noiseless. There are no levers, no commutators, no wearing parts, no compressed air, no mechanism to adjust or lubricate. It is guaranteed to be trouble-proof. Write for Bulletin RA-519.

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European Representatives, Crosby Valve and Engineering Co., Ltd., 41-2 Foley Street, Lordon, W. I. England; Canadian Representatives, Darling Bross, Ltd., 140 Prince Street, Montreal, Quebec, Canada. Representatives in All Principal Cities in U.S.A.



(Continued from page 38)



Machine Made Terra Cotta as a Veneer

DE-AERATED TERRA COTTA

Architects in search of new materials will be interested in the new "de-aired" terra cotta now being produced by the Atlantic Terra Cotta Co., of New York. By the "de-airing" process which drives out all suspended interstitial air, and the perfection of extruding machinery it is now possible to produce the material in blocks 18 x 36 and even larger with no warping or deformation in the firing. Blocks may be obtained in any thickness from 1 to 8 in. and may be made with internal webs to satisfy any structural code requirements.

The use of terra cotta in residences and smaller buildings has been limited heretofore by the difficulty of getting perfectly true surfaces. This new process is reported to do away with that handicap entirely, and the grinding of the beds to a sharp arris allows of very narrow joints. The illustration shows this material as it is being used in a small house designed by Howe & Lescaze.

STANDARDIZED STEEL ROOFS

The Universal Metal Sections Company of Cleveland, Ohio, announces the production of a new line of light steel joists and sheets for constructing roof decks, insulated floors, walls, partitions and ceilings.

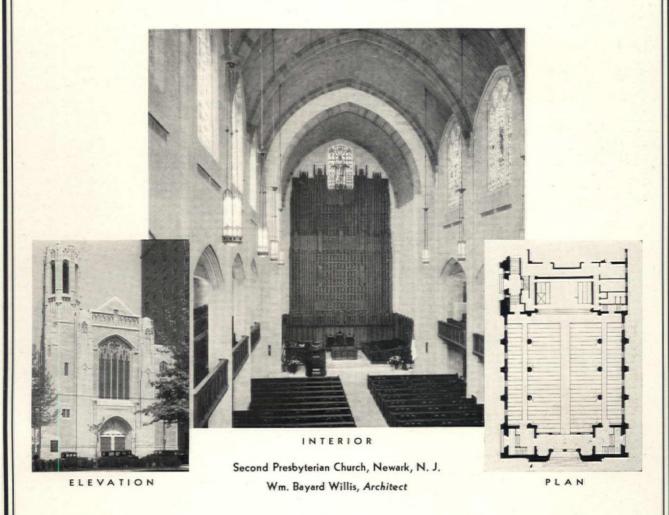
The basic principle of the system is that the joists, No. 16-gauge copper bearing steel, are rolled to a standard section and cut in various stock lengths. The requirements of varying loads and stresses will be met by the spacing of the sections upon the supporting purlins. Upon the joists are fastened steel corrugated sheets with the 1½ x ½ in. corrugations at right angles to the joists. Upon this, insulation and waterproofing are applied.

The sections are, whenever possible, to be arc-welded to the purlins. This makes for saving of weight in the purlins themselves. It is claimed that a deck for a 40 lb. load with 10 ft. purlin spacing can be built by this method for about the same cost as that of an ordinary deck on a 7 ft. span.

(Continued on page 42)

MASONRY ACOUSTIC VAULTING

Permanent Construction, Sound Absorption, Finish, Low Cost



Cost \$368,000—Content 700,000 cu. ft.— Seating Capacity 1350
COMPLETE FIREPROOF CONSTRUCTION

Guastavino Vault in Nave and Aisles together with <u>Akoustolith</u> Sound Absorbing Ashlar on Gallery Walls represents about 7% of Cost.

R. GUASTAVINO COMPANY

500 FIFTH AVENUE, NEW YORK

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R. GUASTAVINO CO. OF CANADA, Ltd., Architects Building, Montreal, P. Q.



House in Beaumont, Tex. Architects, B. E. Irby and H. R. Woodside, Beaumont. Exterior walls painted with Cabot's Double-White and Green Gloss Collopakes.

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(Notes for the Specification Writer)

For a brilliant outside white that does not yellow with age — use Cabot's DOUBLE-WHITE. Goes on wood, brick, stone, cement, all equally well. A colloidal paint product, made by the patented Cabot Collopaking Process, with resulting increase in hiding power. Saves paint application cost (3 or 4 times cost of paint itself) in painting and repainting.

Painting-Trim, Shutters, etc.

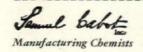
Greens — If greens of a high degree of permanence are wanted, use Cabot's Green Gloss Collopakes. These colloidal colors are made without fillers, using the strongest and purest metallic pigments. Fading is minimized — Green Gloss Collopakes stand up and retain their fresh and lively colors and gloss. Hiding power is high. Available in a wide range of greens. (Gloss Collopakes are made also in browns and other colors).

* * * * * *

Color Cards and full information are immediately available to architects by using coupon at foot of this advertisement.

Cabot's DOUBLE-WHITE

and Green Gloss Collopakes





141 MILK STREET Boston, Massachusetts

Gentlemen: Please send me Color Card and information on Cabot's Collopakes.

Name...

PRODUCTS & PRACTICE

(Continued from page 40)

PIGMENT FOR CONCRETE

Architects who may want to relieve the monotony of concrete surfaces with color will be glad to know that there is now available a really fast black. This is called HiBlak and is manufactured by Binney & Smith Co. of New York. It is a colloidal solution of standard carbon gas black entirely free from any fillers. The suspension is sufficiently perfect so that the coloring need only be used in a surface course if desired. In monolithic use the same perfection of suspension allows the pigment to spread rapidly and evenly through the mix. The permanence is attested by the fact that it is being very largely used in road construction throughout the country.

NON-MECHANICAL AIR COOLING

A NEW non-mechanical air cooling unit is announced by the Modine Manufacturing Co., Racine, Wis. The unit called The Modine Ice-Fan consists of a cabinet of appropriate size for the purpose required designed for charging with ice and equipped with a blower and appropriate louvres. It is readily portable, holds enough ice to last through 8 or 9 hours and costs very little more than a good electric fan. The units are so designed that several may be combined to provide greater cooling capacity than can be afforded with a single large unit.

NOISE ANALYSIS

Modern psycho-analytic procedure takes account of many things hitherto passed by. Psychologists find that pitch, complexity, and variation of complexity of sound are often more important in their effect upon the nerves than mere loudness.

To aid in the elimination of this particular type of nerve strain the Westinghouse Research Laboratories have developed a portable noise analyzer. This should not be confused with previous noise meters which measured only the intensity of noise without separating it into its components.

This ingenious apparatus consists of three parts each in a separate case. One is a noise meter registering in decibels, the second is the analyzer proper, and the third is the microphone and batteries necessary to the entire operation.

Operated in much the same fashion as tuning a superheterodyne radio set the analyzer may be used for example to determine how much of the noise of an electric motor is caused by an unbalanced rotor, how much by gearing.

This method has already been used to provide quieter operation for such homely articles as electric refrigerators, washing machines, and vacuum cleaners.

ARTIFICIAL DAYLIGHT

Used for the first time in Ford's building in Chicago and developed by Westinghouse Electric & Manufacturing Company is a combination of standard tungsten filament lamps, and the new high pressure mercury lamps.

This combination is said to be capable of adjustment to the point where the color value is within 85 per cent of the color values of daylight.

Besides providing this approximation of daylight whose value is apparent, the high pressure mercury lamps have, used by themselves, certain definitely valuable properties. They are said to produce a light which renders detailed scrutiny of minute imperfections much easier than has hitherto been the case.

This should make them extremely valuable as lighting equipment in many sorts of factories.

(Continued on page 44)

• Stainless steel is particularly resistant to sea air and corrosive and oxidizing atmospheres. It assures lifelong freedom from maintenance expense. No polishing is required to maintain its beauty. Surface dirt is easily and quickly removed with soap and water.

Stainless steel is easily fabricated with standard equipment and is available in all sizes and shapes from thin sheet and strips to the heaviest castings.

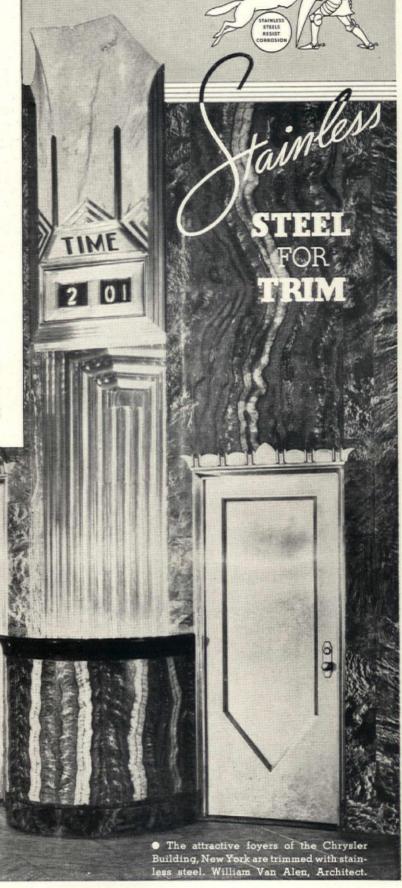
Practical and unbiased data on stainless steels and their uses are offered by Electromet, pioneer producer of ferro-alloys and metals. Your request for this data will not obligate you. Write for complete information. ELECTRO METALLURGICAL COMPANY

Unit of Union Carbide and Carbon Corporation

NRA NRA

CARBIDE IND CARBON BUILDING 30 EAST 42nd STREET, NEW YORK, N.Y.

Electromet Ferro-Alloys & Metals



Journe swell" says GUSTAV JENSEN about KIMBERLY DRAWING PENCILS

IN addition to beauty of line, one of the outstanding characteristics of Gustav Jensen's work is originality. Even his remarks about KIMBERLYS bear the stamp of his individuality when he says, "Dear Kimberly Pencils:—You're swell! When I'm using you, I don't even feel you're there—what higher praise could there be?"

It's true that KIMBERLYS are so well-balanced you can work with them all day without fatigue. They are less trying on the nervous system, too, because they are dependable and seldom break. Besides this, all pencils in each degree are absolutely uniform, enabling you to change to a new one without changing the texture of the drawing. Lastly, gritty particles are completely eliminated from the leads, a factor that reduces the chances of marred drawings and torn tracing paper.

If you want a sample FREE, please write for it on your office stationery. But if you really need some drawing pencils now, don't wait for that—just go and buy a set of KIMBERLYS. You're bound to find them "swell", like Gustav Jensen.

The cigarette box shown in the circle above was designed in 1928 by Mr. Jensen who, this year, won the Architectural League Medal in Design and Craftsmanship in Native Industrial Art.



GENERAL PENCIL COMPANY JERSEY CITY: NEW JERSEY

PRODUCTS & PRACTICE

(Continued from page 42)

HARD-FACING

A process to reduce wear of metal parts, such as steam valves, excavator teeth, screw conveyors, boiler tube cleaners, pump shafts, etc. It consists of welding on to wearing parts a coating, edge or point of a metal alloy highly resistant to abrasion. Economy is furthered not only by increasing the life of the equipment but by permitting the use of cheaper base metals, and the salvaging of scrapped parts. Three classes of hard-facing materials are offered for various applications: Hascrome, Haynes Stellite and Haystellite. The process is marketed by the Haynes Stellite Company, Kokomo, Ind., a unit of the Union Carbide and Carbon Corporation.

HARD BOARD

This board is composed entirely of wood fibers and is suitable for a great variety of applications. It is finished in dark brown with a glass-smooth surface, but will take paint, enamel, lacquer, varnish or stain with equal efficiency. Being grainless, it may be sawed, planed, nailed or screwed without splitting, and may be bent to follow a curved surface. There is also a Tempered Hard Board, often used as a trim. Both types are made 4 ft. wide and in ½ in., 3/16 in., ¼ in., and 5/16 in. thicknesses. Lengths range from one to twelve feet. Manufactured and sold by Johns-Manville, Inc., 22 East 40th St., New York, N. Y.

STEEL PARTITIONS

A LARGE range of standard steel partitions for installation in offices, hotels, factories, etc. They are put together without the use of screws, bolts or welding by the "Syncro-Fit" method. This method consists of an interlocking system which offers ease of relocation as well as structural strength. The partitions are available flush or semiflush, with provision for glass and doors. Full information may be obtained from The Mills Company, 965 Wayside Road, Cleveland, O.



NEW SPRAY GUN

Objectionable "orange peel" effect need no longer be a bugbear to applicators of sprayed finishes. The H. D. B. Corp., Chicago, Ill., is now producing a new spray gun that obviates all this. A new type of nozzle head, designed as a result of over 30 years' experience in the field, produces a higher degree of atomized break-up of material, yet actually reduces the forward speed of the spray. Not only does the spray not ripple the already wet surface, but there is a notable reduction in the usually present spray mist. All this makes it possible to use with better results the modern finishing materials with a high percentage of solid content. At the same time actual production times are considerably reduced.

(Continued on page 46)

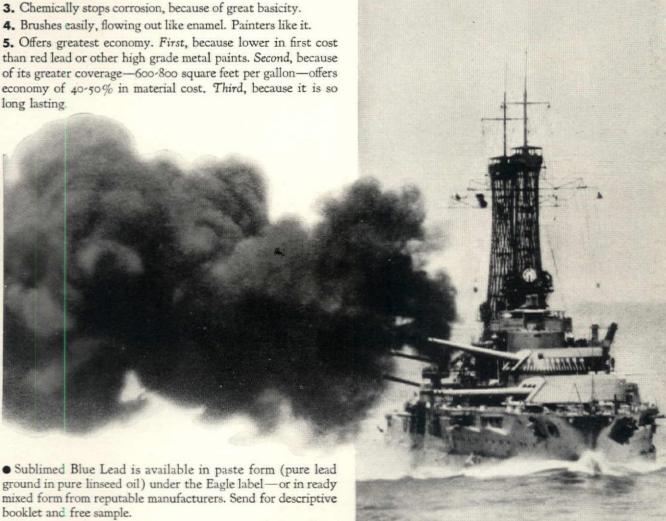
In the never-ending war against rust, one form of protection is being accepted more and more as the most efficient rust-inhibitive paint for all metal surfaces. It is . . .

EAGLE Sublimed BLUE LEAD, BLUE



- 1. Being pure lead, it is most enduring—gripping metal surfaces tenaciously.
- 2. Being of extremely fine particles, it stays in suspension, doesn't harden in the container or clog the spraying nozzle. Equally satisfactory for brushing, spraying or dipping.

- than red lead or other high grade metal paints. Second, because economy of 40-50% in material cost. Third, because it is so long lasting.



• Sublimed Blue Lead is available in paste form (pure lead booklet and free sample.

THE EAGLE-PICHER LEAD COMPANY Cincinnati, Ohio

400 Designs

in exterior lighting fixtures



Over 400 designs of exterior lighting fixtures are included in the Smyser-Royer line. All designs are available in cast-iron, bronze and aluminum and range in price from \$15 to \$600.

Consult Sweet's, Volume D, pages 668 and 669, or if a more complete catalogue and additional information is desired, write Smyser-Royer Company. Estimates on reproducing original designs will be furnished upon request.

SMYSER-ROYER COMPANY

Main Office and Works, York, Pa.
Philadelphia Office, 1700 Walnut St.

PRODUCTS & PRACTICE

(Continued from page 44)

NEW LINOLEUM PATTERNS

Congoleum-nairn, inc., announces that they have developed a new manufacturing process that makes it possible for them to produce inlaid tile effects with rounded corners. Their newest catalogue also contains the first listing of the Sealex Colonial Plank patterns. Architects will note that the gauges of thickness formerly designated "A," "B," and "D" are now designated "Heavy" "Medium," and "Standard" respectively. This is now standard practice in the linoleum industry.

HEAVY DUTY STEEL FLOORS

Research to develop a lighter, more rugged, less costly, and highly efficient combination steel and concrete bridge roadway slab or heavy duty floor has led to the production of the I-Beam-Lok Armored construction by Carnegie Steel Co. The construction is a series of alternating I-beams and concrete ribs thoroughly tied and locked together by an adequate number of notched cross bars near both the top and bottom surfaces of the slab. Metal form strips, closely fitting between the lower flanges of the I-beams, provide a tight form work for the concrete. These strips are omitted over the top flanges of supporting beams or girders, permitting the concrete to come directly in contact with the bearing areas. The gaps between the form strips over the supports, and the open spaces between the I-beams, facilitate the welding of the I-beams to stringer flanges. In addition to use on large bridges, the light weight of I-Beam-Lok Armored Slabs and the savings possible through their use will permit their application on many small beam and girder bridges, as well as on heavy duty factory floors, garages, ramps, wharves, docks and similar structures.

GAS FURNACES

General electric now makes gas furnaces in addition to the many other products with which its name is associated. These are especially designed for small and medium sized installations. They may be used for steam, hot water, or vapor systems. The output range of the units in the line is from 76,800 to 192,000 B.t.u. for the smaller type of residence boilers and from 158,400 to 422,490 B.t.u. for the larger. There is also a commercial type with capacities of from 475,200 to 2,323,200 B.t.u. intended for small buildings where a low pressure system is adequate. Like most modern boilers they have an enameled steel jacket in a two-stone gray color scheme.

STAINLESS STEEL CLIPS

Porcelain enameled iron is a material that is coming into favor for certain types of inexpensive operations in modern design motives. It is particularly suitable for use in alteration work where it is not desirable, or possible, to cut back the existing surface and where, therefore, the new surface may project only a very small amount beyond the old. The only difficulty is in the fastening of such sheets to the original structure. This problem is solved very satisfactorily by the use of stainless steel Clip Strips manufactured by the Insulated Steel Construction Co., Middletown, Ohio. By using this product the enamel surface is kept entirely free from holes of any sort, thus insuring freedom from corrosion. The Clip Strip is a rolled stainless steel section with holes for fastening to the wall. Any sort of fastening appropriate to the wall may be used. It has grooves in both the top and bottom edges so arranged that they have a spring tendency. One groove has sufficient extra depth to make it possible to slide the sheet up and then down into the groove below without any necessity for bending.

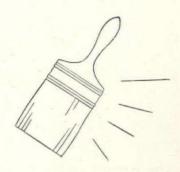
(Continued on page 48)



TRANSFORMED!

and the magic wand is a paint brush





Architect Francis Keally modernizes the Hotel Collingwood and gives his surfaces the charm that lasts

A GREAT WAVE of renovating sweeps the country. Architects knock down, tear out and reconstruct...give old exteriors new faces and shabby interiors a new deal.

Of the New York hotels that have recently changed face and form, one of the outstanding examples is the Collingwood on West 35th Street. The photographs above show how charmingly the main floor has been remodeled...transformed by Architect Francis Keally who planned and supervised the job.

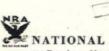
The "before" and "after" pictures show that much of the charm comes from surfaces treated with paint. "When the architect accepts a commission," says Mr. Keally, "he assumes a real responsibility in reference to the expenditures of the owner. He must, therefore, ever keep before him the importance of using products which possess three factors: utility, beauty, durability. This applies to paint as well as everything else in the building."

Dutch Boy provides paint for every surface... and every finish

Dutch Boy White-Lead makes paint for wood, plaster, wall board, metal, brick, stucco and other surfaces.

Moreover it makes paint for finishes of every kind. Mixed with linseed oil it produces long-wearing gloss paints. Mixed with flatting oil it provides washable, tile-like flat and eggshell finishes . . . undercoatings for enamel . . . mottled, blended and textured effects. And by adding Dutch Boy Colors-in-Oil you can obtain any one of a thousand tints.

So plan your modernization with Dutch Boy in mind, whether it be for a hotel, a home or any other kind of a building. It offers not only utility, beauty and durability, but exceptional economy as well.

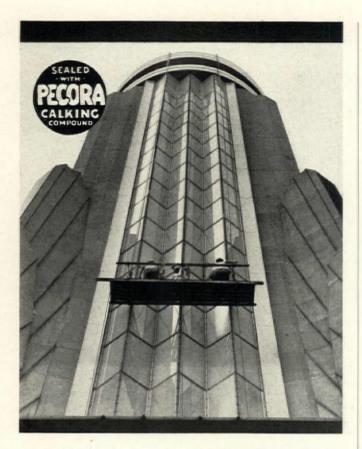


NATIONAL LEAD COMPANY

111 Broadway, New York; 116 Oak Street, Buffalo; 900 W. 18th Street, Chicago; 659 Freeman Avenue, Cincinnati; 829 W. Superior Ave., Cleveland; 722 Chestnut Street, St. Louis; 2240 24th Street, San Francisco; National-Boston Lead Co., 800 Albany Street, Boston; National Lead & Oil Co. of Pn., 316 Fourth Avenue, Pittsburgh; John T. Lewis & Bros. Co., Widener Building Philadelphia.

DUTCH BOY All-Purpose WHITE-LEAD

LINSEED OIL - FLATTING OIL - LIQUID DRIER - WALL PRIMER - COLORS-IN-OIL



ATOP THE EMPIRE STATE BUILDING

Mooring Mast made Weathertight WITH PECORA CALKING COMPOUND

WHEN it was found that the putty, in which the glass lights in this mooring mast were set, had dried and cracked, the owners decided to have the lights permanently sealed with Pecora Calking Compound. Despite competitive offers of substitute materials at lower prices, the John J. Moran Co., 103 Park Avenue, New York was awarded the contract to calk with Pecora.

This preference for Pecora Calking Compound was well founded, for when the world's loftiest building was under construction, every window frame up to the base of the mooring mast was calked with Pecora Calking Compound. This material was specified by the architects, Shreve, Lamb & Harmon, and the contract was let by the builders, Starrett Bros. & Eken, Inc. Pecora Calking Compound has proved so satisfactory in the original installation that the owners would not permit the use of any other material for calking the mooring mast.

Properly applied, Pecora the *permanent* Calking Compound will not dry out, crack or chip, and it is applicable to wood, glass, metal or stone.

For further details see Sweet's Catalog or write direct to us

Pecora Paint Company

Inc.

Fourth and Venango Streets PHILADELPHIA, PA.

Established 1862 by Smith Bowen

ALSO MAKERS OF PECORA MORTAR STAINS

PRODUCTS & PRACTICE

(Continued from page 46)

IMPROVED HYGROMETERS

The recent rapid development of air conditioning with its emphasis on control of all the qualities of air requires many improved measuring instruments. This is particularly the case when it comes to the determination and control of relative humidity. Many manufacturers find it desirable to carry on their production processes in an exactly predetermined degree of relative humidity. The Brown Instrument Co. of Philadelphia, Pa., manufactures a complete line of recording and controlling hygrometers and psychrometers. These are of the hair type, the wet and dry bulb type, and the electrical resistance type. In order to ensure the perfect functioning of these instruments the company makes also such accessories as moistureproof switches, capillary tubing and panel boards.

NEW SELF FEEDING BOILER

Spencer heater co., Williamsport, Pa., has made magazine boilers for years which have given satisfaction to many owners. They now announce a new line, called C-N, operating on the same principle as the older lines, but designed to burn Chestnut size anthracite or coke. The older lines burned only the Buckwheat size. In designing this new line it was not found necessary to make any other changes from the standard model than a change in the angle of the magazine walls and the size of the grate.

NEW OIL BURNER

Anchor post fence co., Fluid Heat Division, has put into production an improved model of their rotary Fluid Heat Burner. The new model, called Type SA, is an improvement of the former Type S. It is a burner that produces a blue wall wiping flame and is designed for application to steam and hot water boilers and warm air furnaces. Its capacity covers the range of residence and small commercial heating loads, with oil consumption of from 34 to 10 gallons per hour. It employs an electric spark ignition, but can be furnished with gas ignition. It is listed by the Underwriters Laboratories for use with No. 2 fuel oil. The burner is built in a cast iron frame to permit vertical adjustment of the burner assembly, after installation, while the fan is made of heat resisting chromium steel. The burner is driven by a 1/20 h.p. vertical capacitator motor to provide quiet operation. This motor is pump lubricated with an oil reservoir of sufficient size to hold enough oil for several years' operation. The chromium steel flameflex has a special gasifying member designed to preclude the possibility of ungasified fuel passing into the combustion zone.

AUTOMATIC HEAT CONTROL

An extremely sensitive automatic heat control operating on a total differential of one degree Fahrenheit is manufactured by the Mercoid Corp., Chicago, Ill. The range and differential of this instrument are both adjustable. It is called the Sensatherm and is said to have a very small element of time lag. The same company also manufactures other limit controls designed for immersion in hot water heaters, prevention of excessive steam pressures, and electric line safety and ignition controls.

TRIGGER GUARD FOR ELECTRIC SWITCHES

General electric's Merchandise Department, Bridgeport, Conn., announces an attachable trigger guard for tumbler switches. It is designed to protect the tumbler and mechanism of all types of tumbler switches from blows of every sort. It is made of heavy brass with side rails to shield the trigger and is mounted by removing the screws which fasten the plate to the switch mechanism and replacing them through holes in the guard provided for the purpose.

CARRARA STRUCTURAL GLASS FOR BATHROOM WALLS

wins approval of leading architects

Occasionally some building product comes along that is really welcomed by architects because of its peculiar fitness for modern creative construction. Carrara Structural Glass is such a product. It has won the unqualified endorsement of architects, builders and home-owners everywhere.

Using Carrara for bathroom walls, the architect has a new freedom in design, a wider scope of possibilities for obtaining worthwhile effects. For this structural glass, with its polished, reflective surfaces and soft, mellow color-tones, is readily adaptable to many kinds of treatment. It can be set in a great variety of shapes, sizes, patterns, and color schemes. It can be sand-blasted with special designs. It can be laminated to combine different colors. And it can be fluted or shaded.

In addition to beauty and versatility, Carrara offers permanence, ease of installation, ease of cleaning, and a surprisingly reasonable cost.

Write for our folder containing colored illustrations of Carrara installations and complete information. And in the next bathroom you design, specify Carrara Walls. Pittsburgh Plate Glass Company, 2246 Grant Building, Pittsburgh, Pa.

CARRARA

---- The modern structural glass

A PRODUCT OF THE PITTSBURGH PLATE GLASS COMPANY



YOU'LL FIND IT Exciting TO WORK WITH CARRARA

in your Kitchen Designs

This modern structural glass lends itself so well to the planning of practical, beautiful kitchens! It offers you such endless opportunities for originality of design!

As a wall material, it has everything that even the most particular architect requires. Good looks ... because of its shining, lustrous surfaces, its serene and restful depth of color-tone, its reflectivity. Permanence ... because it does not check, craze, stain or change color with age. Ease of installation ... because it is applied quickly and simply with special cement flexible enough to counteract the

strains that occur when the house settles. Ease of cleaning...because it can be kept spotless by a periodic wiping with a dampened cloth. Sanitation... because it does not absorb cooking odors in the kitchen, is impervious to grease, grime, chemicals. And reasonable cost...because its price is far lower than you would expect to pay for a wall material so outstanding in every way.

You will find Carrara Walls ideal for bathrooms, too. (See other side of page.) Why not specify Carrara Walls on one job . . . the next that comes to your board . . . and see at first hand its advantages?

CARRARA

The modern structural glass

A PRODUCT OF THE PITTSBURGH PLATE GLASS COMPANY





"GEE MOM,
REALLY TRIED"

Frother POOR REPORT CARD

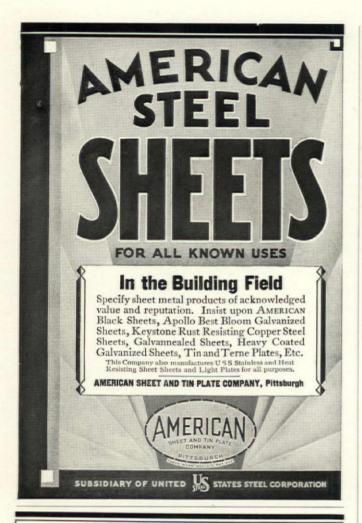
and it wasn't his fault at all

MANY a child is thought to be dull and backward when it isn't that at all. When the proper schoolroom air conditions are not maintained, serious results are certain to follow. Children subjected to low temperatures become uncomfortable, restless and ill at ease. When rooms are overheated, children become dull, inattentive and fatigued. And such conditions, if they occur frequently, are certain to reflect themselves in the report cards at the end of the month. The problem of maintaining air conditions which would keep children quiet and mentally alert, is a difficult one; but, happily, it has been solved. This problem was solved by the unit system of ventilation introduced by The Herman Nelson Corporation. Today this method is best applied with the Univent and Her-Nel-Co Air-Conditioner.

THE HERMAN NELSON CORPORATION, MOLINE, ILLINOIS

THE HERMAN NELSON SYSTEM OF AIR CONDITIONING FOR SCHOOLS





MODERNIZE

with the



Cutler Mail Chute

Over fifty years of experience and improvement in Manufacturing Equipment, Product and Service have made the Cutler Mail Chute an outstanding Hall-mark of progressive management in office buildings, hotels and apartments.

It guarantees to the tenant up-to-date mail service and saves the owner its cost in reduced elevator operation.

Information and details furnished on request.

CUTLER MAIL CHUTE CO.

General Offices and Factory, ROCHESTER, N. Y.

MANUFACTURERS' PUBLICATIONS

No. 901. LIGHTING FIXTURES

Carefully authenticated and beautifully executed period designs in lighting fixtures are presented under the title "Chase Lighting" in the attractive new catalogue of the Chase Brass and Copper Co., Inc. Particularly noteworthy are the characteristic color schemes of the different periods chosen and the color key of finishes, both presented in full color.

No. 902. CAST STONE DATA

A folder containing technical data, construction details, outline specifications, and other valuable information is published by the Cast Stone Institute, Chicago, Ill. Not the least valuable is the tentative standard specification for cast stone of the American Concrete Institute.

No. 903. New Asbestos Shingle Factory

A broadside of The Ruberoid Co., St. Louis, Mo., announces the completion and operation of a new asbestos shingle plant in Bound Brook, N. J., and illustrates the products that will be made there.

No. 904. RADIATORS AND BOILERS

Boilers, hot water heaters, and various types of radiators and accessories are illustrated in a new 24-page catalogue from the National Radiator Co., Johnstown, Pa.

No. 905. SAFETY GLASS

Pittsburgh Plate Glass Co., Pittsburgh, Pa., has recently issued an attractive small brochure on the various types of safety glass manufactured in their plant. Each type of glass is treated in turn with a brief description of its appropriate use and method of manufacture.

No. 906. AIR CONDITIONING EQUIPMENT

Savage Arms Corporation and Air Conditioning Industries, Inc., announce that they have taken over the manufacture of Zephyr Air Equipment and accompany the announcement with a folder illustrating and describing the units produced.

No. 907. BATH FITTINGS

Under the style name of Vogue, Scovill Manufacturing Co., Waterville, Conn., announces and illustrates in an attractive pamphlet a new line of chromium plated bath fittings. This line includes all the usual fittings and such additional items as shower curtain rods.

No. 908. BOILERS AND RADIATORS

Capitol Radiators and Boilers are fully illustrated and described with complete technical data in the new catalogue of the United States Radiator Corporation, Detroit, Mich. The completeness of the presentation makes this really a technical handbook rather than a catalogue.

No. 909. AIR CONDITIONING

The Lennox Furnace Co., Marshalltown, Iowa, and Syracuse, N. Y., has recently published a new Aire-Flo catalogue presenting facts about their air conditioning equipment. This is made for both conditioned heating and for air cooling.

No. 919. OIL BURNING AIR CONDITIONERS

Conditioned air, cleaned, humidified, warmed, and circulated by a single oil-burning unit with the trade name of Superfex is announced in a booklet of the Perfection Stove Co., Cleveland, Ohio.

No. 911. ASPHALT PRODUCTS

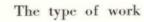
Genasco asphalt products comprise asphalt shingles and imitation brick asphalt siding as well as asphalt for built up roofing. All these uses are illustrated in the new catalogue of the Barber Asphalt Co., Philadelphia, New York, Chicago and St. Louis.

(Continued on page 54)

Whether you REMODEL A HOME OF BUILD A SKYSCRAPER

we can help you...

FLECTRICAL



architects will do this year will be varied

in scope. It may be the remodelling of a house.

Or it may be the building of a large public building.

Or a skyscraper . . . But no matter what the job, Graybar can help on any electrical problem. Graybar's service of supply, operating through 74 conveniently located warehouses, can help you maintain time schedules by bringing any or all electrical items to your job quickly and economically.

And Graybar's 65 year old reputation is your guar-

antee both of experienced service and of

quality materials.



OFFICE BUILDINGS

SCHOOLS

HOSPITALS













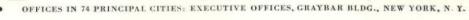












METALLATION

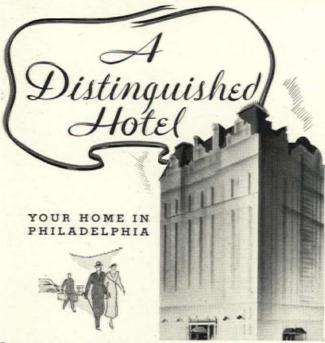
Modern Building insulation at one-third former cost.

REYNOLDS METALS COMPANY

INCORPORATED

19 Rector Street . . . New York City
345 Ninth Street . . . San Francisco
400 Wrigley Building Chicago

*Metallation is the trade name for polishedmetal insulation products made only by the Reynolds Metals Company, Inc.



Here a gracious, unobtrusive hospitality in the best Philadelphia tradition . . . every thought for your comfort . . . rooms smartly modern in decoration and appointments, including Simmons Beds...the skill of Bellevue chefs . . . and a convenience of location that will make yours a well remembered visit.

Bellevue Stratford
CLAUDE H. BENNETT, General Manager

MANUFACTURERS' PUBLICATIONS

No. 912. Insulating Window

Libbey-Owens-Ford Glass Co., Toledo, Ohio, has acquired through a newly organized subsidiary, The Thermopane Co., a revolutionary type of window which has definite heat insulating value and at the same time prevents frosting in cold weather. This is described in a 2-page broadside recently released.

No. 913. LIGHTING

Curtis Lighting, Inc., issues two booklets: Lighting Features of A Century of Progress and Significant Lighting of Department Stores. These contain much valuable information on the whole subject of artificial lighting.

No. 914. Fireproof Homes

Suggested Designs for Small Fireproof Homes is the title of a portfolio issued by the Portland Cement Association. Many of the structural features suggested there have been incorporated in recent housing scheme such as TVA.

No. 915. Control Devices

New rotary instrument and control switches for all sorts of service are illustrated and described with diagrams in the new Catalogue No. 9 of the Roller-Smith Co., New York, N. Y.

No. 916. Wallboard

Information about and suggested uses for Hard Board, a structural composition board, are contained in a new brochure issued by Johns-Manville, Inc., New York, N. Y.

No. 917. CEMENT LINED PIPE

Under the name of National Duroline Pipe an improved cement lined pipe is described in bulletin No. 28 of the National Tube Co., Pittsburgh, Pa.

No. 918. Conditioning Equipment

Air Conditioning and Commercial Refrigeration Equipment is the title of a new folder issued by Servel Sales, Inc., Evansville, Ind. It shows self-contained units for different uses.

No. 919. Garage Doors

A new booklet of the Frantz Manufacturing Co. contains numerous illustrations showing applications of "Over-the-Top" door equipment in both public and private garages.

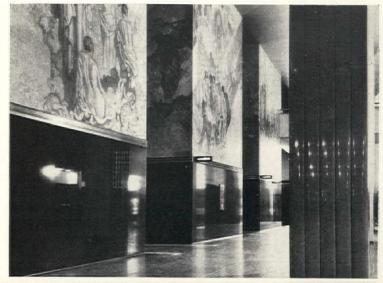
No. 920. VIMLITE GLASS

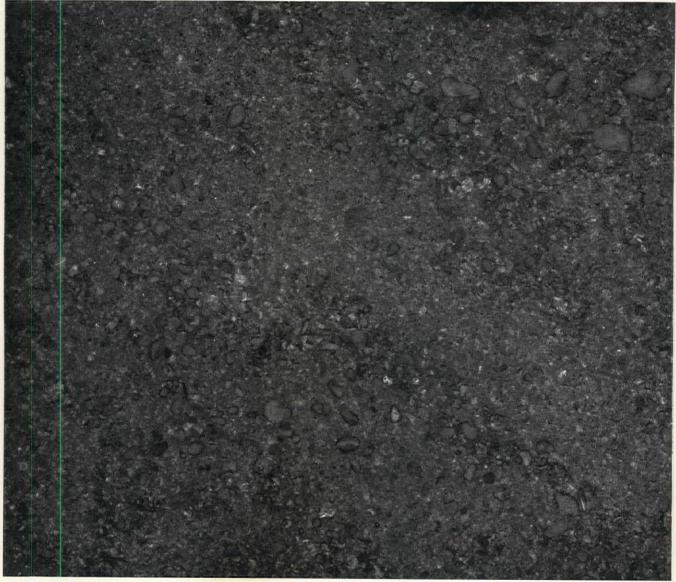
A recent service bulletin of the Vitalite Co. is devoted to working drawings, photographs, and specifications for a small greenhouse, of Vimlite Glass, to cost less than \$150. On the last page similar information is presented for a chicken house to cost approximately \$100.

	REQUEST FOR DATA							
-	To obtain any of the publications reviewed on these pages, indicate the number and send coupon to The							
	Architectural Forum, 220 East 42nd St., New York.							
1								
1	Name							
į	Street Address							
1	CITY AND STATE							
i	Please sheet here if engaged in Architectural Practice							

FRENCH GRAY

FRENCH GRAY is quarried from the Vermont Marble quarries at Isle La Motte, in Grand Isle County, at the northwest tip of the state. It is a marble of minutely mottled design, almost black in mass, with a faint granular suspicion of red and blue. Especially adapted for interior use, French Gray finds decorative employment frequently as a corridor base. The small photograph shows its use in the elevator bays on the main floor of the new R.C. A. Building in Rockefeller Centre. The architects: Reinhard & Hofmeister; Corbett, Harrison and MacMurray; and Hood & Fouilhoux. Architects are invited to write for "Color Plates of Vermont Marble," illustrating, in full color, French Gray and twenty-two other varieties. Address: Vermont Marble Company, Proctor, Vermont.





VERMONT MARBLE

BEAUTIFUL · PRACTICAL · DURABLE

Again
the 500,000*
alert, able-to-afford
subscribers to





Actual size 11½ x 14 Ten dollars a year, published monthly

are told again . . . as they have been for two years . . . that it pays to use an ARCHITECT. . _

* Regular readers over two and a half million

Have You at Home?

JUDGED by today's standards some of our "best people" are slum dwellers—occupy houses which have not outlived their usefulness but which are worn out, outmoded, unfit places for a 1934 American family. Consider these typical examples from our collection of primitives.

BEFORE



The Irate Father Dining Room

Here is where father starts the day wrong. Small wonder he buries his nose in the Morning Bugle when his only alternative is to stare at dismal surroundings. Transform the room to something like this and father may become livable before 10 o'clock.



The Petulant Mother Kitchen

And no wonder. Nothing works right, nothing is where it should be, nothing but flat fare and irritability are cooked up here. What a change! For surprisingly little this bright, cheerful, temper-saving transformation.



The Doleful Guest Entry

"Come right in—and be depressed!" one might as well add with this unlovely foyer as a greeting place. Just the spot to start a boring evening. But presto! Sheer magic brings a charming, gracious hall to welcome all who enter.

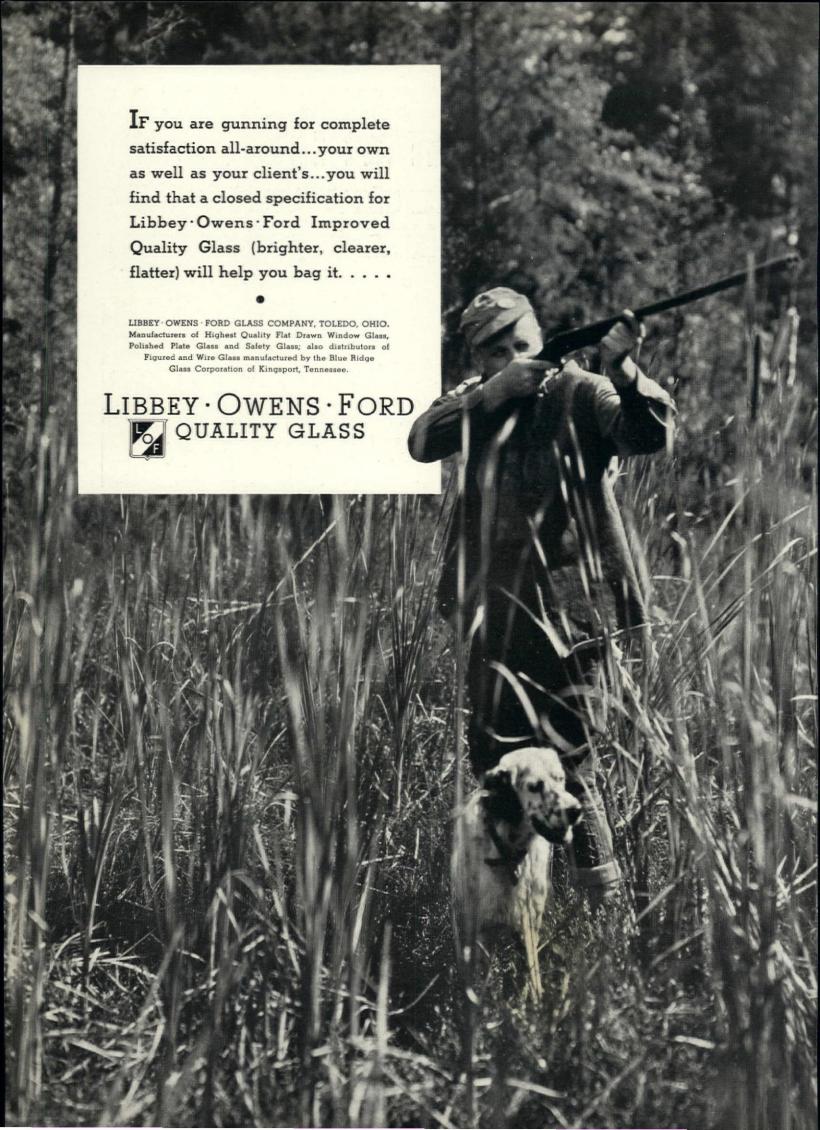


THESE PICTURES show what transformations can be effected with the help of an architect. The August ARCHITECTURAL FORUM "Remodeling and Repair Reference Number" shows more than 60 such amazing "Before and After" case histories and also gives the latest information on the National Housing Act—the Government's plan to help you make such changes. With a copy of this Reference Work and an architect, you'd be surprised at

what improvements can be made in your home for a really modest investment. Send \$1 today for the exciting "Remodeling and Repair Reference Number" of THE ARCHITECTURAL FORUM. Pictures in profusion—and the right words with them.

THE ARCHITECTURAL FORUM

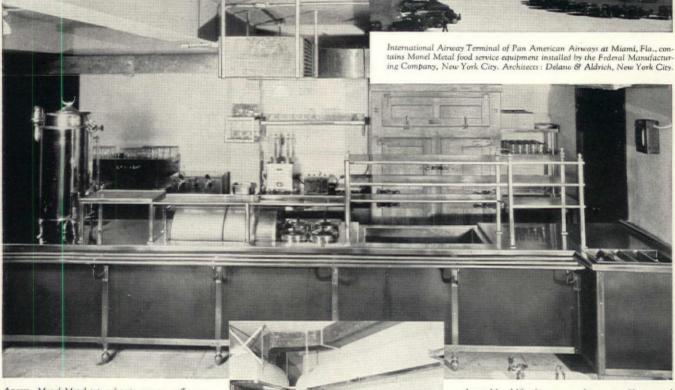
TIME INC., Publishers, 350 East 22nd St., Chicago, III.



Pan American Airways

Keep Both Feet on the Ground

When Buying Food Service Equipment!



ABOVE: Monel Metal top cafeteria counter, coffee urn, steam table top, beer cooler, egg boiler, shelves and sink installed by Federal Manufacturing Company, New York City, in International Airway Terminal of Pan American Airways in Miami, Fla.

EVERY piece of equipment at the Pan American Airways' International Terminal at Miami must be of the best possible material for the function it has to perform...everything, from the equipment for speeding the passengers through the air to the equipment for getting them fed.

You need only to glance inside the food service department to see how it is planned for high speed efficiency combined with spotless, cheerful comfort.

Those counters, cabinet tops, sinks, coffee urns are all of silvery Monel Metal. They shine with cleanliness

See the INCO Exhibit of MONEL METAL Household Appliances at A Century of Progress, Chicago, 1934 Home Planning Hall and so they ought...they're so easy to keep clean...as rust-proof as silver and unharmed by the harsh cleansers.

And if you came back in, say, 15 or 20 years, chances are you'll still be impressed by this equipment. For many Monel Metal installations put in leading hotels and restaurants 20 years ago are still "modern" and in splendid condition.

Monel Metal equipment is tough. It stands up indefinitely against the knocks and blows of a busy restaurant. It is solid metal right through...no coating to chip, crack or wear off. An

LEFT: Monel Metal ice cream cabinet tops, table tops, and sink, etc. Installed by Federal Manufacturing Company, New York City in International Airway Terminal of Pan American Airways at Miami, Fla.

architect who recommends equipment as durable as Monel Metal, may be confident that he is recommending a sound investment . . . not only for its low maintenance cost and long life, but also because its spick and span beauty helps bring in cash for his client by making the place attractive to customers.

Drop us a line and we'll send you complete information about Monel Metal food service equipment and the firms that make it.

THE INTERNATIONAL NICKEL COMPANY, INC.

67 WALL STREET NEW YORK, N. Y

Monel Metal



Monel Metal is a registered trademark applied to an alloy containing approximately two-thirds Nickel and one-third copper, Monel Metal is mined, smelted, refined, rolled and



This advertisement is part of a national promotion program, in the interest of genuine silk in all its phases. For charm, for style, for quality - there is no fabric equal to genuine silk. The silk fabrics shown on this page are a collection from the Fall offerings of leading manufacturers. International Silk Guild, Inc., 250 Fifth Ave., New York City.



ANNOUNCEMENT
of the first G-E
Monitor Top created a sensation in
electric refrigeration. Today it

tion. Today it is universally recognized as the standard of excellence.

The G-E Flattop model has become the style leader of

all popular-priced refrigerators.

And now comes the revolutionary new General Electric Liftop refrigerator with the lowest price in

... and a COMPANION RANGE at

TITTE

all General Electric history! It has the lowest operating cost of any electric refrigerator in the world, with more than enough food storage capacity

for the average family.

Architects, builders, building owners and managers are invited to write or wire for complete information and detailed specifications of this amazing new refrigerator

and companion range. General Electric Company, Specialty Appliance Sales Dept., Section CG9 Nela Park, Cleveland, Ohio.

BOTH FOR THE PRICE OF ONE!



Designed for either separate installation or as one combined unit. Now both electric refrigeration and electric cookery are available at a price previously paid for one!

\$142 50 plus freigh

GENERAL & ELECTRIC

More Castles in Spain that Really Get Built

Every body builds castles in Spain-usually out of thin air. The steadily growing TIME market builds them too—out of brick and cement and wood, with all the modern equipment. And these TIME families whether they are building their dream castles, or remodeling their old ones to suit newer and more exacting dreams, are people of intelligence. They consult an architect. You'll be hearing from more and more of them now, thanks to the National Housing Act. . . . And they'll be biased in favor of the TIME-advertised products with which they are familiar. Herewith the list:

Air Conditioners, Refrigerators

Crosley Shelvador Refrigerators
De La Vergne Air Conditioners
Electrolux Refrigerators
Emerson Ventilators, Blowers, etc.
Frigidaire Unit Air Conditioners
General Electric Refrigerators
Guthfan
Guth Super Illuminator
Ilg Ventilation
Parks Certified Climate
Pep-Aire Humidifiers
Servel Air Conditioning
Sturtevant Air Conditioning
Westinghouse Unit Air Conditioners
York Air Conditioning & Refrigeration

Heating & Plumbing

American Radiator Furnaces
Church Toilet Seats
Crane Oil Burner
Delco Heat Boilers
General Electric Furnaces
Iron Fireman
Motor Wheel Water Heater
Standard Sanitary Bathroom Fixtures
Webster System of Steam Heating

Metals

Allegheny Steels
Armco
Cast Iron Pipe (Research Ass'n)
Copper & Brass (Research Ass'n)
Enduro
Molybdenum
Monel Metal
Silcrome
U. S. Stainless Steels

Paints, Varnishes, Cement

Samuel Cabot Stains & Collopakes
DuPont Finishes
Dutch Boy White Lead
Glidden Paints & Varnishes
International Cement's Incor
Kyanize Floor Enamel
Mastipave
Medusa Portland Cement
Sherwin-Williams Paint

Miscellaneous

Armstrong Linoleum Barrett Roofs Cyclone Fences Delco Motors Elevette Gamewell-Vitalarm General Electric Mazda Lamps Insulite Hardboard Kohler Electric Plants Onan Electric Plants Otis Elevator Page Fences Rolscreens of Pella Sloane-Blabon Linoleum Square D Electric Equipment Taylor Temperature & Pressure Instruments Westinghouse Mazda Lamps

(Many of the products listed above are advertised for business and industrial as well as residential use)

Leading structural equipment manufacturers have not been slow to appreciate the steady building activity of TIME's market. By placing more pages of advertising in TIME than in any other general magazine, they have been helping you by stimulating building. You in turn can make your job easier by specifying the above materials and equipment that have a ready acceptance. Next month TIME will again list its building materials and equipment advertisers. We

believe the list will be even larger as more and more manufacturers start capitalizing on the impetus given to building by the National Housing Act.





St. Clair Hotel, 160 E. Ohio St., Chicago, Ill. Oman & Lilienthal, Archivets. Murals by Alexander Rindskopf, Circular bar 8' in diameter. Workboard of Stainless Steel, including drainboards, waste chutes, storage racks, etc. The beer is mechanically refrigerated, having an under-counter Brunswick Instantaneous Beer Cooler. Upper Left: Note elever, compact, efficient arrangement of seats and table with the booth — allowing sufficient room for 2 guests.



- Who built the Parthenon? Ictinus drew the plans. Pheidias' sculpture adorned it. But back of these artists were the expert craftsmen of Athens-men who could interpret and execute what these masters conceived.
- With architects it has always been the same. No matter what they design-whether it be a building of classic design or a modern taproom-their creative ability will be judged by the craftsmen chosen to interpret it.
- Before you decide upon any tavern service fixtures, call in Brunswick. The expert craftsmen of this highly trained specialty organization will not only faithfully reproduce your blue prints but they will catch and interpret the spirit of your designs as well.
- Brunswick's unlimited facilities give boundless outlet to your creative artistry. For smaller installations Brunswick's superb line of stock service fixtures offers wide variety plus efficiency with either mechanical or ice refrigeration under counter or remote storage facilities.
- The free advice and counsel of our skilled staff of fixture experts is available to you if you desire. Let these experienced men check your detail plans. Any suggestions they offer will be given without obligation.
- Write today for latest information on Brunswick service fixtures. Also for data on Billiard Tables, Bowling Alleys, Lawn Bowls, Toilet Seats and Squash Courts.

623-633 S. Wabash Ave., Chicago • Established 1845 • Branches and Distributors in Principal Cities of the United States

ADVERTISING INDEX

Air Reduction Sales Co	35	Hoffman Specialty Co., Inc.	1
American Radiator Company			
21, 22, 23, 24, Second Cov	er	Ilg Electric Ventilating Company	11
American Sheet & Tin Plate Company			59
American Steel & Wire Company Third Cov	er		60
American Telephone & Telegraph Company	25		
Armstrong Cork Company	65	Johnson Service Co	14
Barber Asphalt Company	34	Kalman Steel Corporation	33
Barrett Company	3	Kohler Company	38
Bellevue-Stratford Hotel	54		
Briggs Manufacturing Co	12	Libbey-Owens-Ford Glass Company	58
Brunswick-Balke-Collender Co	63	Lightolier Company	31
Bryant Heater Company	30	Macbeth-Evans Glass Company	39
Cabot, Samuel, Inc.	42	Minneapolis-Honeywell Regulator Company	66
	36		
Chase Brass & Copper Co., Inc	19		47
	52		17
y description in the second		Nelson, Herman, Corporation	51
Delco Appliance Corp	31	0.1.17	20
	31	Otis Elevator Company	30
		Pecora Paint Company	48
Eagle-Picher Lead Company	45	Pittsburgh Plate Glass Company	
Electrolux Refrigerator Sales, Inc.			
Electro Metallurgical Sales Corp	43	Powers Regulator CompanyFourth Cov	ver
Fulton Sylphon Company	40	Reynolds Metals Company, Inc	54
General Electric Co., Air Conditioning De-		Sloane-Blabon Corporation	27
partment	2	Smyser-Royer Company	46
General Electric Co., Merchandise Depart-		Sturtevant, B. F., Company	37
ment	29		
General Electric Co., Specialty Appliance Sales Department	61	Time Inc	62
General Pencil Company	44	Vermont Marble Company	55
Gilbert & Barker Mfg. Co	32	The state of the s	
	53	WGN Broadcasting Auditorium Competition.	7
	41	Webster, Warren, & Co	223



VERSATILE - PRACTICAL DURABLE - ECONOMICAL

This colorful Armstrong's Linoleum Floor was designed to harmonize perfectly with the directoire furnishings in the reception room of Dr. George M. Dawson, West Palm Beach, Fla.

Those who will live in the house you plan will thank you for a floor like this...



THERE are both beauty and economy in an Armstrong's Linoleum Floor. Beauty that is distinctive—that perfectly expresses the spirit of the room. Economy resulting from low first cost, inexpensive maintenance, and long life. What more could your clients desire?

You can have an absolutely free hand in designing these modern, comfortable floors. You have thirty-seven colors to work with in Armstrong's Plain, Jaspé, and Marbelle Linoleum—or you can choose from the scores of beautiful marble and embossed inlaid patterns. Whatever the spirit or style of your interior, it can be expressed perfectly in the floor design.

Write today for "Floor Beauty for New Homes and Old." See what can be done when Armstrong's Linoleum is employed both as a medium of design and as a thoroughly practical floor. Address Armstrong Cork Company, Floor Division, 1203 State St., Lancaster, Pa.

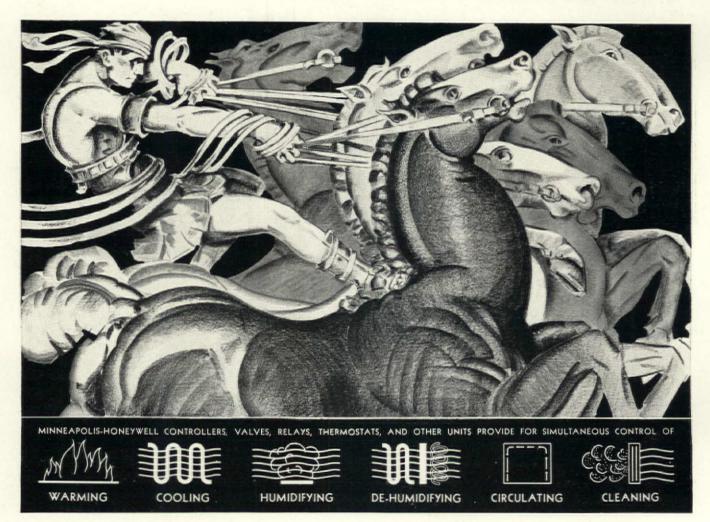
See Sweet's Catalogue File, 1934, for colorplates, specifications, and other details.



Armstrong's LINOLEUM FLOORS

LINOTILE . ACCOTILE . CORK TILE . RUBBER TILE . LINOWALL

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Like spirited animals reined to a single hand, the six climate factors of true air conditioning are subdued to perfect teamwork by Minneapolis-Honeywell. This simultaneous control and regulation

of these six variable qualities of comfort and healthfulness has been achieved—automatically and dependably—by the pioneer of automatic control and offers undivided responsibility for the successful operation of the entire control system.

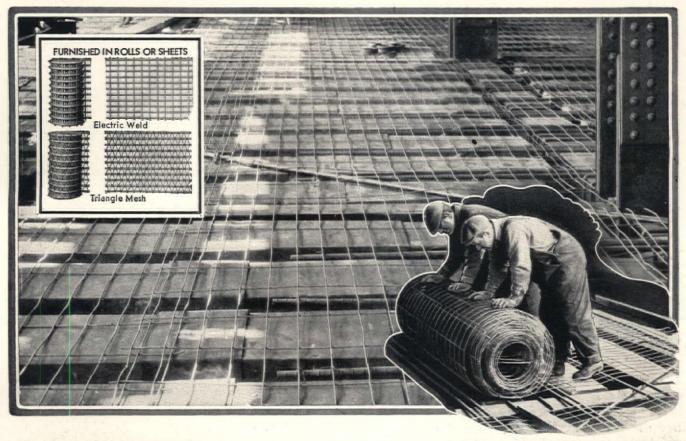
Automatic control is never accessory equipment. It is a key design factor and should be carefully considered

from the start of any air conditioning project in either new or existing buildings... The Minneapolis-Honeywell Engineer in or near your city can advise you or your engineer on any problem pertaining to the selection and application of controls for your equipment in any installation—large or small. Minneapolis-Honeywell Regulator Company, 2740 Fourth Avenue So., Minneapolis, Minn.

This same message is carried to your customers—the ultimate consumers, in the advertising pages of current national magazines, such as Colliers, Time, Fortune and others.

MINNEAPOLIS-HONEYWELL

AIR CONDITIONING CONTROL SYSTEMS



Plus LOW INSTALLATION COSTS

Building for quality is one thing—doing it at a reasonable cost is another. In Concrete Floor Arch Reinforcement—either cinder or stone—American Steel & Wire Company Wire Fabric offers exceptional economy and service advantages. First—it is made of Cold Drawn Wire—and this means exceptional strength through the close distribution of

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1934

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In the buildings listed below are installed: Powers special control instruments as well as complete temperature and humidity control systems used in connection with the various air conditioning systems; also temperature control systems for heating and ventilating equipment; regulators to control domestic hot water temperatures; devices for mixing steam and cold water, warm water being used for sidewalk cleaning; and controls regulating economizers to extract as much heat as possible out of condensate returns.





ROCKEFELLER CENTER, NEW YORK CITY

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